



KREWE *de* PINK

Pink Craft Cocktail Contest

Scope: This competition is meant as a fund-raising episode within the large Krewe de Pink Prom event which will be held Oct 1, 2022. Contestants from all over may submit a Pink Cocktail creation of their own making for judging. Submissions should include detailed recipe with instructions and can include a video of the creator making their cocktail.

Cocktails will be scored by a panel of judges with points awarded for the following categories:

- Taste
- Creativity
- Presentation

*Submissions must be received by Monday, September 12, 2022 by 5:00pm (CST)

Judging will take place on Monday, September 19, 2022 at the Southern Food and Beverage Museum. Top contestants may present their creations at a judging taking place in New Orleans, LA. Video to play during prom will be created featuring the bartender and the judges. Video can also be released to play on contestants' website/social media, etc.

Winners (2) will be announced at Krewe de Pink Prom

Top Two Winners will:

- Featured cocktails at Krewe de Pink Prom 2022, and at Death By Chocolate, Not Breast Cancer, Pink Bra Run in 2023.
- Receive an Engraved Pink Cocktail Shaker
- Tickets to Krewe de Pink Prom 2022

Restrictions: Must be 21 years at date of submission to enter

*All Contestants will need to submit your picture or recipe to kdppromcocktail@gmail.com with \$25 entry fee. Include name, contact info and drink name. Submissions will need to be received by September 12th by 5:00pm, top contenders will be notified by September 14th and judging will commence September 19, 2022. Confirmation of Submission will include further instructions including a link to Venmo and PayPal options for Entry Fee.



KREWE *de* PINK

Pink Craft Cocktail Contest

Greeting!

Thank you for allowing us to take a couple of minutes of your time to tell you about this fun, creative event we call Krewe de Pink Prom. 2022 is our 12th anniversary of our all-volunteer group fundraiser, the Krewe de Pink Prom. We started small at the original Hard Rock Café and have now grown to a region-wide event that's sole purpose is to raise funds that are donated to Tulane's Breast Cancer Research Center. In 2020 and 2021, we were able to donate \$50,000 to Tulane Research Center not letting a pandemic cramp our style.

This year, since we are back at The Jung, we are expanding our vision even more. In 2020 we asked local professional and amateur mixologists to compete in a Pink Cocktail contest. We loved it so much, we are continuing this new tradition. By submitting unique creations, we not only bring awareness to our event, but our supporters will have the opportunity to share their recipes and create momentum for next year's events.

What does it cost to enter? All Contestants will need to submit your picture or recipe to kdppromcocktail@gmail.com with \$25 entry fee. Include name, contact info and drink name. Submissions will need to be received by September 12th by 5:00pm, top contenders will be notified by September 14th and judging will commence September 19, 2022 at the Southern Food and Beverage Museum. Confirmation of Submission will include further instructions including a link to Venmo and PayPal options for Entry Fee.

Participants will submit their cocktail recipes with a picture or video of them making it. The top contestants will participate in filming of cocktail judging on September 19th in New Orleans, LA. The filming will also be shown during the Krewe de Pink Prom, and leading up to prom as advertisement. A panel of judges will then sample each cocktail, scoring it on Taste, Creativity and Presentation. The top two cocktails will be the featured drinks at Krewe de Pink Prom 2022, the Pink Bra Run 2023, Death By Chocolate not Breast Cancer 2023, and the creators will receive the "Pink Shaker" – an engraved trophy. We also hope to have an article written up about the event and the top cocktails.

We would love your participation in helping us. Whether you or your team would like to submit a recipe or a video, would like to donate bottle(s) of your product to be featured in our raffle or even a donation to sponsor the event. We anticipate this contest will be a growing hit and part of the legacy that Krewe de Pink Prom has become.