



RESONEX
RETAIL SOLUTION EXPO



BARTENDERS & MIXOLOGY COMPETITION



MIXOLOGY ALLIANCE OF MFBEA 2024

Guidelines

Organized by: Mixology Alliance of M.F.B.E.A (M.A.M)

Co-Organized by: Malaysian Association Hotel (M.A.H)

Partnered with: RESONEX by Xcerator

EVENT OVERVIEW

- **Venue:** Pavilion Bukit Jalil, Kuala Lumpur
- **Dates:** 7th – 9th November 2024
- **Time:** 9:00 a.m. – 19:00 p.m.
- **Theme:** Bespoke Bartenders
- **Objective:** This competition evaluates competitors' techniques, flair skills, and mixology knowledge. Participants must create a unique signature mocktails & cocktails that highlights their creativity and expertise
- **Frequency:** Inaugural annual competition organized by MAM.



MIXOLOGY ALLIANCE OF M.F.B.E.A (M.A.M)

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REGISTRATION DETAILS

- **Participant Fee:** MYR 150.00 per category.
- **Eligibility:** Open to Malaysian bartenders from various establishments (hotels, bars, restaurants, etc.).
- **Closing Date for Registration:** 31st October 2024

COMPETITION FORMAT

- Each competition category will have **12 participants**.
- **Knockout Rounds:** Straight knockout format to determine the top 3 finalists in each category.
- **Time:** Each participant will be given **20mins** for their round to display their best performance and presentation.

PRIZES

Classic Mocktail Competition

- **Champion:** MYR 500
- **1st Runner-Up:** MYR 250
- **2nd Runner-Up:** MYR 150

Classic Cocktail Competition

- **Champion:** Grand Finals to Taiwan
- **1st Runner-Up:** MYR 350
- **2nd Runner-Up:** MYR 200

Flairtending Competition

- **Champion:** Grand Finals to Taiwan
- **1st Runner-Up:** MYR 350
- **2nd Runner-Up:** MYR 200

The Classic Cocktail and Flairtending Champions will represent **Malaysia** at the **Grand Finals** in Kaohsiung, Taiwan.



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CATEGORIES

1. Classic Mocktail Competition – Thursday 7th November 2024

- Preparation Time: **5-mins** | Competition Time: **10-mins** | Cleaning Time: **5-mins**

Section 1 – Highball Drink

- The participant will create his or her own creative **Highball Drink**
- The drink can be refreshing, sweet, sour, or tropical using local fruits, spices, or herbs.
- Highball drink recipe must be at least 150ml.
- No more than six (6) ingredients shall be used. This includes drops, dashes and solid ingredients like fruits or spices.
- The overall content of the mocktail shall not be less than 70ml. (international standard).
- Homemade syrup and cordial are allowed but must adhere to the Rules & Conduct (page 13)
- Two (02) portions must be prepared simultaneously; one (01) portion for display and one (01)portion to be divided into three (03) equal portions/glasses for the Judges.
- Standard measure for all recipes must be expressed in millilitres (ml).
- Preparation, presentation, and service is limited to five (05) minutes per session.
- Each participant is required to use at least **ONE** Sponsored Syrup from the provided list. Failure to do so will result in disqualification (**DSQ**).

Section 2 – Classic Mocktail

- The participant will create his or her own **Short Drink**
- This drink must be prepared using the **Shaken** method
- Short drink recipe must be at least 150ml.
- No more than six (6) ingredients shall be used. This includes drops, dashes and solid ingredients like fruit or spices.
- The overall content of the mocktail shall not be less than 70ml. (international standard).
- Homemade syrup and cordial are allowed but must adhere to the Rules & Conduct (page 13)
- Two (02) portions must be prepared simultaneously; one (01) portion for display and one (01)portion to be divided into three (03) equal portions/glasses for the Judges.
- Standard measure for all recipes must be expressed in millilitres (ml).
- Preparation, presentation, and service is limited to five (05) minutes per session.
- Each participant is required to use at least **ONE** Sponsored Syrup from the provided list. Failure to do so will result in disqualification (**DSQ**).



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2. Classic Cocktail Competition – Friday 8th November 2024

- Preparation Time: **5-mins** | Competition Time: **10-mins** | Cleaning Time: **5-mins**

Section 1 – Highball Cocktail

- The participant will create his or her own creative **Highball Drink**
- The drink can be refreshing, sweet, sour, or tropical using local fruits, spices, or herbs.
- Highball drink recipe must be at least 150ml
- No more than six (6) ingredients shall be used. This includes drops, dashes and solid ingredients like fruit or spices.
- The overall content of the cocktail shall not be less than 70ml (international standard).
- Homemade syrup and cordial are allowed but must adhere to the Rules & Conduct (page 13)
- Two (02) portions must be prepared simultaneously; one (01) portion for display and one (01) portion to be divided into three (03) equal portions/glasses for the Judges.
- Standard measure for all recipes must be expressed in millilitres (ml).
- Preparation, presentation, and service is limited to five (05) minutes per section.
- Each participant is required to use at least **ONE** Sponsored Syrup, Spirit, or Liqueur from the provided list. Failure to do so will result in disqualification (**DSQ**).

Section 2 – Classic Cocktail

- The participant will create his or her own creative **Classic Cocktail**
 - No more than six (6) ingredients shall be used. This includes drops, dashes and solid ingredients like fruit or spices.
 - The overall content of the cocktail shall not be less than 70ml. (international standard).
 - Homemade syrup and cordial are allowed but must adhere to the Rules & Conduct (page 13)
 - Two (02) portions must be prepared simultaneously; one (01) portion for display and one (01) portion to be divided into three (03) equal portions/glasses for the Judges.
 - Standard measure for all recipes must be expressed in millilitres (ml).
 - Preparation, presentation, and service is limited to five (05) minutes per section.
 - Each participant is required to use at least **ONE** Sponsored Syrup, Spirit, or Liqueur from the provided list. Failure to do so will result in disqualification (**DSQ**).
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3. Flairtending Competition – Saturday 9th November 2024

- Preparation Time: **5-mins** | Competition Time: **7-mins** | Cleaning Time: **5-mins**

The objective of this competition is to judge and measure the standard of competitor in their techniques and flaring skills and knowledge in preparing a concoction of drink.

Section 1 – Own Signature Cocktail

- The participant will create his or her own concoction using preferred method.
- The drink can be refreshing, sweet, sour, or tropical using local fruits, spices, or herbs.
- The drink recipe must be at least 150ml.
- There is no limit to the number of ingredients used.
- Each bottle for the flair routine must contain at least 3cl of actual alcoholic beverages, syrup and juices used in the recipe.
- The overall content of the concoction shall not be less than 70ml. (international standard).
- Homemade syrup and cordial are allowed but must adhere to the Rules & Conduct (page 13)
- Two (02) portions must be prepared simultaneously; one (01) portion for display and one (01) portion to be divided into three (03) equal portions/glasses for the Judges.
- The concoction must be drinkable.
- Standard measure for all recipes must be expressed in millilitres (ml).
- Preparation, presentation, and service is limited to Seven (7) minutes
- Each participant is required to use at least **ONE** Sponsored Syrup, Spirit, or Liqueur from the provided list. Failure to do so will result in disqualification (**DSQ**).

JUDGING CRITERIA

Judging for the competition will follow IBA Standards across all categories, with the following breakdown:

- **Taste** (40%)
- **Presentation** (20%)
- **Creativity** (20%)
- **Technical Skill** (10%)
- **Consistency with Fiche Technique** (10%)

All scoring will be based on the International Bartenders Association (IBA) format, which evaluates Sensory, Technical, and Techniques categories.



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COMPETITOR NO:		ROUND:	
COCKTAIL NAME / NO:		SENSORY JUDGE:	
APPEARANCE	RANGE	SCORE	COMMENTS
Neatness <i>(Example-did garnish fall apart / into drink? / drinks colour)</i>	Excellent 12-15 Very Good 8-11 Good 4-7 Fair 1-3		<input type="text"/>
Originality / Creativity <i>(Vessel, speed of service)</i>	Excellent 12-15 Very Good 8-11 Good 4-7 Fair 1-3		
Cleanliness <i>(hygiene, proper used of towels / tools)</i>	Excellent 12-15 Very Good 8-11 Good 4-7 Fair 1-3		
AROMA	RANGE	SCORE	COMMENTS
Balance / Pleasant / Fragrant	Excellent 12-15 Very Good 8-11 Good 4-7 Fair 1-3		
TASTE	RANGE	SCORE	COMMENTS
Flavor <i>(acidic / dry / sweet)</i>	Excellent 12-15 Very Good 8-11 Good 4-7 Fair 1-3		
Balance <i>(sweet / sour)</i>	Excellent 12-15 Very Good 8-11 Good 4-7 Fair 1-3		
Finish <i>(pleasant / negative / leaves you wanting more / falls flat and short)</i>	Excellent 12-15 Very Good 8-11 Good 4-7 Fair 1-3		
GARNISH & DECORATION	RANGE	SCORE	COMMENTS
Neatness / Originality	Excellent 12-15 Very Good 8-11 Good 4-7 Fair 1-3		<input type="text"/>
OVERALL IMPRESSION <i>(grooming, showmanship, etiquette)</i>	Excellent 12-15 Very Good 8-11 Good 4-7 Fair 1-3		
TOTAL SCORE:		/135	



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COMPETITOR NO:		ROUND:	
COCKTAIL NAME / NO:		TECHNICAL JUDGE:	
Verbal Presentation (<i>inspirational & story</i>)			
Bottle Presentation		Range for deductions	Points deducted
Bottles must be presented to the public and to the judges		-5	
Did not set the bottles or replace bottles with labels showing to public		-5	
Did not set bottles up in correct order (from left to right -less Alc. More Alc)		-5	
Did not present bottles to public and / or judge		-15	
Handling of ice & bar tools (<i>improper handling of ice, bar tools and equipment</i>)		Range for deductions	Points deducted
Drop one ice cube-15, drop two or more ice cubes -30		-5, -10	
Dropped utensils		-10	
The use of ice and dilution (<i>consider improper use of ice, melted ice, disposal of melted water</i>)		Range for deductions	Points deducted
Did not dispose of water from glasses, mixing glass or tins		-10	
Did not cool down (chill) glasses, mixing glass or tins		-10	
Spillage (<i>Any liquid spills will be penalized</i>)		Range for deductions	Points deducted
Any spills (drops, dashes, stains) on bar surface		-10	
Shortage or over-pour of ingredients (<i>Lack or Excess</i>)		Range for deductions	Points deducted
Short or pour over of any ingredients according to the recipe		-10	
Each drink has same liquid (wash-line) but is too short or too full		-10	
Each drink has different liquid (wash-line), not equally filled the glass		-10	
Recipe and garnish skills (<i>handling and assembling of the garnish</i>)		Range for deductions	Points deducted
Each garnish that falls apart or does not hold integrity of garnish		-10	
Competitor fails to place garnish on first attempt		-10	
Garnish is different than the recipe description		-10	
Use of non-approved ingredients		DSQ	
Recipe contains more than 6 ingredients		DSQ	
Bartending Technique (<i>Skills, cleanliness, confidence, professionalism</i>)		Range for deductions	Points deducted
Improper use of bar tools (<i>touching wrong end, dirty, poor technique</i>)		-5	
Lack of Elegance		-5	
Pour alcohol in wrong order		-5	
Poorly executed steps (<i>example: making drink one at a time vs all at once</i>)		-5	
Glassware handling		Range for deductions	Points deducted
Clean, Wipe all the glassware before use (<i>present to the public / judge</i>)		-10	
Glasses are hit by the competitor or bar tools		-5	
Fails to grab the glass from base (<i>must be within 2 inches of bottom</i>)		-5	
Efficiency of competitor (<i>Competitors knowledge, skills, preparation, show</i>)		Range for deductions	Points deducted
Competitors are disorganized, hesitates, has poor presence		-10	
Steps are done in incorrect order		-5	
Competitor has poor appearance and uniform, hygiene		-5	
TOTAL POINTS DEDUCTED – TECHNICAL			Points Deducted /



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SIGNATURE & NAME OF JUDGE _____	From >250 points	Total Points Achieved -
Time Limit (7minutes)	Range for deductions	Points deducted
7:01 – 7:15	-15	
7:16 – 7:30	-30	
7:31 – 8:00	-60	
8:01 - More	-75	
Total Time Minutes _____ Seconds _____		

FLAIRTENDING SCORESHEET	ROUND:				
	FLAIR JUDGE:				
Verbal Presentation / Story:					
PARTICIPANT NO:	1	2	3	4	5
Appearance & Interaction 0- 50 Points					
Neatness					
Interaction with crowd					
Originality					
Cleanliness					
Difficulty & Presentation 0 - 100 Points					
Variety of Moves					
Difficulty of Moves					
Combo with music					
Originality– Creativity					
Objects’ Flair-ed					



Number of Bottles Flair-ed					
Execution 0-50 Points					
Smoothness					
Control					
Pours					
Confidence					
Showmanship					
Negative Scores (Deducted)					
Drops 1 point per drop					
Fumbles 0,5 per fumble					
Spills 0,5 per spill					
Talls 0,5 per tall					
Time 1 point per five seconds					
Max Score (200 Points)					
SENSORY SCORESHEET	ROUND:				
PARTICIPANT NO:	1	2	3	4	5
Taste 40 points					
Balance 20 Points					
Garnish 20 Points					
Recipe Originality 20 Points					
Cleanliness 10 Points					
Name Association 10 Points					
Overall Impression 30 Points					
Total 150 Points					



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REGISTRATION FORM

Field	Details
Full Name	
Date of Birth	
Phone	
Email	
IC NO	
Current Employer	
Position/Job Title	
Category	
Classic Mocktail Competition	[]
Classic Cocktail Competition	[]
Flairtending Competition	[]
Fee	MYR 150.00 per category
Total Payment Amount	MYR _____
Bank Transfer to MAM	THE MALAYSIAN FOOD & BEVERAGE EXECUTIVES ASSOCIATION
Account No:	8000-630-800 – CIMB BANK BERHAD
Payment Proof	*Please remark “ BMC24 MAM ” and email to MixologyallianceM@hotmail.com

IMPORTANT DATES

- **Sponsored Items Announcement:** 15th October 2024 (Spirits, liqueurs, and syrups will be announced).
- **Participants Briefing (Online):** 1st November 2024.
- **Scheduling Announcement:** 4th November 2024. Participants will receive their competition schedule via respective email address and WhatsApp group chat.
- **Fiche Techniques:** All category fiche techniques should be submitted to the MAM Secretariat by 31st October 2024. Later submission will be result in **10 points deduction** in competition.

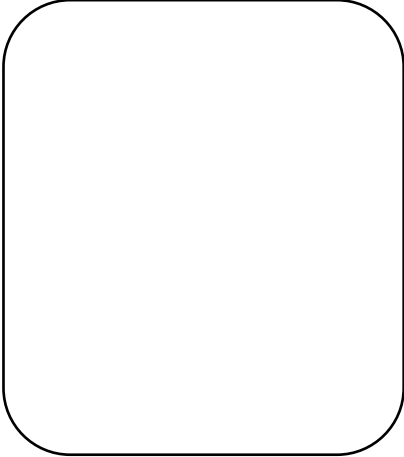


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FICHE TECHNIQUE

All participants must submit a **Fiche Technique** for each drink they prepare. This document will provide details of the drink's ingredients, methods, and inspiration. The template includes:

Section	Details
Participant Name & No	
Category	*Classic mocktail / cocktail / flairtending
Drink Name & Picture	Name: 
Inspiration or Story	*Provide a brief description about the drink inspiration
Ingredients	*List all ingredients with exact measurement
Preparation Method	*Step by step guide on how the drink is prepared
Garnish	*Specify any garnish used
Glassware	*Indicate the type of glassware
Alcohol Content (If applicable)	*Percentage of Alcohol by Volume (ABV)
Technical Notes	*Additional preparation techniques (Infusion, clarification, etc)
Serving Instructions	*Instruction for serving the drink (with or without ice)



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PARTICIPANT RESPONSIBILITIES

- **Tools:** Participants must bring their own bartending tools (shakers, strainers, jiggers, ice bucket, bar spoon, etc)
- **Glassware:** Participants to bring their own glassware for competition (for Both Section)
- **Music:** If participant require to play on their own music, please bring along a thumb-drive (USB). Music will be played by the AV team upon competition.
- **Attire:** Bartenders should wear professional attire suitable for the theme “Bespoke Bartenders.”
- **Brand / Logo:** Establishment logo **CANNOT** be displayed on the attire worn during the competition.
- **Punctuality:** Participants must adhere to the competition schedule provided by the organizers.
- **Registration:** Register two (02) hours before competition time i.e., if competition time is at 9am, registration time is at 7am
- **Briefing:** Briefing one (01) hour before competition time i.e., if competition start at 9am, briefing at competition hall at 8am – 8.15am
- **Logistic:** Moving in of items to competition area immediately after briefing.
- **Check In:** Attendance is **COMPULSORY**. Failure to do so will result in disqualification **DSQ**

ORGANIZER PROVISIONS

- **Stage Setup:** The organizer will provide a professionally set-up competition stage, bar tables (6ft x 3ft), and an AV system.
- **Preparation Room:** A preparation room will be available for participants to prepare and store ingredients.
- **Chiller:** Refrigerator will be provided for participants to store their ingredients in prior of their arrival / competition.
- **Ice Cubes** – Standard ice cubes used in F&B will be provided
- **Cleaning Station:** There will be dedicated cleaning area for the participants to use for washing their tools & equipment



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RULES & CONDUCT

- **Malaysian Nationals Only:** This competition is open exclusively to Malaysian bartenders.
 - **Professional Conduct:** All participants are expected to behave in a professional and respectful manner throughout the competition.
 - **Ingredient Usage:** Only the ingredients listed in the Fiche Technique can be used. Any unapproved ingredients such as, non halal, stale, rotten or expired products will be result in **DSQ (Disqualification)** This applied for homemade syrup & cordial as well.
 - **Communication:** Communicating with external parties during competition will be result in **DSQ (Disqualification)**
 - **Non-compliance:** Non-compliance to any part of the competition.
 - **Judge's Decision:** All decision made by the Judges are final.
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MISCELLANEOUS

- **Photography & Video Rights:** The organizer reserves the right to photograph and record videos during the competition for promotional purposes.
 - **Organizer's Right to Amend:** The organizer may adjust the competition format or schedule as necessary.
 - **Breakage / Mishap:** The organizer will not be responsible for any breakages or losses before, during and after the competition.
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CONTACT INFORMATION

For any questions or clarifications, participants may contact:

- **Mixology Alliance of M.F.B.E.A (MAM)**
- **Organiser:** Vin
- **Phone:** +6010 232 6953
- **Email:** MixologyallianceM@hotmail.com
- **IG/FB:** mixologyalliancem



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