

WORLD CLASS

U.A.E

# WORLD CLASS UAE 2025 – 2026 AGENDA

World Class is the world's leading bartending competition and education platform, designed to discover and celebrate the best talent globally. It empowers bartenders through mentorship, creativity, and global exposure and raising the standards of cocktail culture.

# NOV

[Program Launch]

## ENTRIES OPEN

### 16<sup>TH</sup>, 17<sup>TH</sup>, 18<sup>TH</sup>

World Class Roadshow

## \*ENTRY CHALLENGE

Submit your cocktail name, recipe, 3 key flavours, maximum 100 words description and photo by 5th December. You will be allocated a slot on 9th – 10th December to come to PATH Bar School and prepare your drink, that will be blind judged by a panel of experts.

# DEC

5<sup>TH</sup>  
Entries Close

9<sup>TH</sup>  
PATH BAR SCHOOL

10<sup>TH</sup>  
PATH BAR SCHOOL

## BLIND JUDGING

► TOP 50 ANNOUNCED

## \*COCKTAIL WEEK

Cocktail Week is integral to the program, each Top 50 bartender's cocktail must be available in-account throughout the week, on a menu insert, complimented with a Tanqueray 0.0 cocktails. Competitors must share their cocktail on social media.

# JAN

21<sup>ST</sup> - 28<sup>TH</sup>  
COCKTAIL WEEK

26<sup>TH</sup>  
World Class Studios

28<sup>TH</sup>  
TROPICAL Live Challenge

► TOP 30 ANNOUNCED

## \*UNDER PRESSURE

This on spot challenge, where your ability to integrate and adapt new knowledge in a record time will be tested.

# FEB

2<sup>ND</sup>  
UNDER PRESSURE CHALLENGE

9<sup>TH</sup>  
► TOP 15 ANNOUNCED

The next heat of challenges for the Top 15 will be announced.

## \*JUDGES

Judges to be revealed with the challenge brief and the scoring points.

# MAR

1ST - 3RD

MENTORSHIP BOOTCAMP

9TH

TANQUERAY 0.0 CHALLENGE

30TH

SPEED CHALLENGE

TOP 5 ANNOUNCED

SEMI FINAL & FINAL CHALLENGE BRIEF

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## TOP 5 ANNOUNCED

SEMI FINAL & FINAL CHALLENGE BRIEF

# APR

21ST

WORLD CLASS UAE FINAL

## \*COCKTAIL WEEK

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## \*JUDGES

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# DIAGEO WORLD CLASS

## Competitor Entry T&Cs

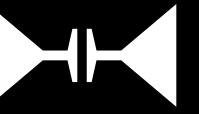
1. The Competition consists of no less than eight months of activity (defined as engagement with the bartending community in each country through participation in the World Class Studios seminars), including recruitment period of bartender training [a series of competition stages around a theme designed for the bartending community] and World Class bartender live competition challenges which are formally judged including announcement and registration.
2. This Programme is available to bartenders employed by a current DIAGEO MENA Customers (see definition below) or customers who agree to become a Diageo Reserve Customer in exchange for the opportunity to participate in the Programme.
3. In addition to working in a Diageo Customer Account, the participants must:
  1. Be of legal drinking age or older
  2. Comply with the Rules and Regulations of the Competition
  3. Complete the required World Class Studio seminar either online or in person
4. Each participant will submit all original World Class cocktail required to compete (the "Submission").
5. Where a recipe refers to bespoke ingredients (such as syrups, infusions, home-made bitters, etc.), a full methodology for making these ingredients must be submitted together with the cocktail recipes.
6. Each recipe must comply with the Challenge rules which can limit the number and amount of non-standard ingredients.
7. Each recipe will be judged equally on a set of categories (outlined in the challenge guide).
8. Competitors must adhere to Diageo Marketing Code when creating recipes, content, or materials for the competition. DIAGEO reserves the right to modify the cocktail name and/or ingredients in order to comply with the DIAGEO Marketing Code requirements.
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10. DIAGEO Marketing code requires that activities must always be respectful of, and sensitive to diversity of race, religion, colour, ethnicity, national origin, disability, sexual orientation or gender. Whenever possible, we will take action to actively promote diversity and inclusion and avoid inappropriate stereotypes.
11. DIAGEO reserves the right to feature any cocktail recipe in any DIAGEO owned property for 2 calendar years.
12. Each World Class Country Winner:
  1. Must be available to attend the full program, the Global Final and collaborate with Diageo in the upcoming year
  2. Must commit to a 30-minute telephone screening & media brief with Diageo representative and PR agency (if applicable).
  3. Is allowed to compete in the Global Final for a maximum of two times. If they have already won the title of National World Class Bartender of the Year, they may compete at the Global Final in successive years.
  4. Must hold a valid and current passport and be available to travel.
13. Entry in the Programme constitutes an entrant's full and unconditional agreement to abide by and accept the terms and conditions of these Official Rules. Prize is non-transferable except at the sole discretion of DIAGEO. By accepting the prize, winner waives the right to assert as a cost of winning said prize, any and all costs of redemption or travel to redeem said prize and any and all liability that might arise from redeeming or seeking said prize. DIAGEO reserves the right to conduct a background check of any criminal records of the prize winners and travel companions. To the extent necessary and permitted by law, prize winners and travel companions shall authorize this background check. DIAGEO reserves the right, at its sole discretion, to disqualify prize-winners and/or travel companion(s) from any prize element, based on the background check. Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of prize.
14. Programme entry must be original, not have been entered in any other drink recipe competition or violate the rights of other parties, including any intellectual property, trade secret or other proprietary right of any other parties. Programme entry may not be offensive, defamatory, discriminatory, obscene, libellous, reflect poorly on the brands or be inappropriate for use in advertising or for promotional publicity purposes as determined by DIAGEO and/or the Judge(s) in their sole discretion. Programme entry must be unpublished and must be the work solely of the entrant.
15. All materials, documents, information and data submitted to DIAGEO in connection with this Programme, including the Programme entry and submission (collectively "Programme Entry") are the property of DIAGEO, will not be returned and cannot be acknowledged. By entering the Programme, entrants represent and warrant that their Programme Entry is their sole, original work and that it does not infringe upon the rights of any other party, including but not limited to any intellectual property, trade secret or other proprietary rights of any other party. By submitting a Programme Entry, entrant further represents and warrants that any person(s) referenced has given his or her express written consent to the reference and use as contemplated by these Official Rules and that entrant has obtained written permission for such use from any such person. Submission of an entry grants DIAGEO the right to use, publish, adapt, edit and/or modify Programme Entry, and any ideas or concepts contained therein, in commerce and in any and all media now known or hereafter discovered, worldwide, including but not limited to DIAGEO websites and social media sites, without limitation or compensation to the entrant and without right of notice, review or approval of any such use of the Programme Entry. Submission of a Programme Entry further constitutes the entrant's consent to irrevocably assign and transfer to DIAGEO any and all rights, title and interest in and to the Programme Entry, including but not limited to all intellectual property rights and proprietary rights worldwide. Any content, material or information included in Programme Entry shall not be confidential, proprietary or trade secret. By submitting a Programme Entry, entrant consents to DIAGEO's use, reproduction and disclosure of the Programme Entry, and ideas, concepts or other materials contained therein, for any purpose, including any commercial purpose. Any Programme Entry that contains third party artistic works, copyrights, trademarks, trade names, logos or similar brand identifying marks, trade secrets or other proprietary rights will not constitute a valid Programme Entry.
16. Entrants hereby agree to indemnify and hold DIAGEO harmless from and against any third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses, including attorney fees and court costs, arising out of any breach or alleged breach of any of the warranties and representations set forth above.
17. By entering this programme, bartenders and participants are giving DIAGEO and its affiliate's explicit rights to use your photo, an image of your cocktail, cocktail name, and your cocktail recipe for publicity purposes, including social media.

# DIAGEO WORLD CLASS

## Drinks Preparation T&Cs

- Recipes must contain a minimum of 30ml (1oz) of a Diageo World Class brand product.
- Where a challenge specifies a lead DIAGEO BRAND product, at least 30ml (1oz) of the specific liquid must be used – unless otherwise specified.
- The total combined alcoholic ingredients must be equivalent to no more than 90ml (3oz) at 40% alc./vol. (total alcohol equivalent to less than 36ml/1.2oz at 100% alc./vol.).
- Ingredients may be measured
- Participants are permitted to use their own bar tools, cocktail shakers or mixing glasses for the creation of the cocktails in all of the challenges – unless otherwise specified.
- Participants are required to make the correct number of servings of each cocktail as defined under the Challenge specific rules.
- Participants must prepare drinks within the time limits specified in the challenges. Going overtime will result in a point penalty.
- Participants serving drinks that appear inedible or working with unhygienic methods may be disqualified from that Challenge.
- By entering this competition, participants agree to assign copyright of their recipe and drink name to the Diageo MENA and all other Diageo entities.
- Participants and drinks presented during the Competition may be photographed (still, moving images) by the organisers and copyright for any use to include advertising will be retained by Diageo (Local Market) and all other Diageo entities.
- Drink names including rude, lurid, sexual words, or words associated with narcotics or motor vehicles are prohibited and will be disqualified.
- Drink names must not use references to fictional or cartoon characters associated with anyone under legal drinking age.
- The judges and Competition organisers reserve the right to have the final decision on any matter relating to the judging of the Competition.
- Participants will be judged according to the criteria set out in the rules and scored out of a potential maximum points that can be awarded by each judge per challenge.
- We will give access to the scores to any participant after the completion of the challenge and all of the totals and scores have been tallied and double-checked.
- All of the challenges have a slightly different balance of scoring points in each category to reflect subtly different requirements.



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## FOR MORE INFORMATION:

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Follow – [@worldclassuae](https://www.instagram.com/worldclassuae)

## REACH OUT TO:

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