

The Bartender competition where everybody wins!

“You’re already competing, you just don’t know it”

- Erik Folkart

DATE

3rd Oct - 7th Nov

WHERE

The Avenue

SIGN UP HERE - <https://www.theavenue.live/invitation/eusqwqavkcg>

THE AVENUE

SPONSORS

Spill Stop - American Heat

OVERVIEW

This is an online Cocktail competition that encompasses ANY style of bartending you choose. Each bartender will be required to record themselves making a signature cocktail using the sponsor products and upload this video to The Avenue platform ready to premiere during their regional heat.

This competition is open to every cocktail maker across the world and will take part over a 7 week period with 5 HEATS and 1 FINAL

Each heat will last for a week (Monday to Saturday) and will be open to different regions of the world. All performances will be premiered on Monday and you'll have the rest of the week to collect votes/tips. 11:59pmt gmt. You can only compete in the region where you live!

Week 1 - Europe

Week 2 - Asia & Australia

Week 3 - North & South America

Week 4 - Africa

Week 7 - One week break

Week 6 - FACE OFF

There will be 3 different ways you can make it into the FINALS.

1. Make over \$500US in TIPS

If you make over \$500US in TIPS during your HEATS, you're clearly worked hard to get there and deserve to be in the final, so you will automatically make it into the FINALS.

2. Place in the top 4 bartenders in your HEAT

TIPS means POINTS and the 4 competitors with the most TIPS at the end of their HEATS will make it into the finals.

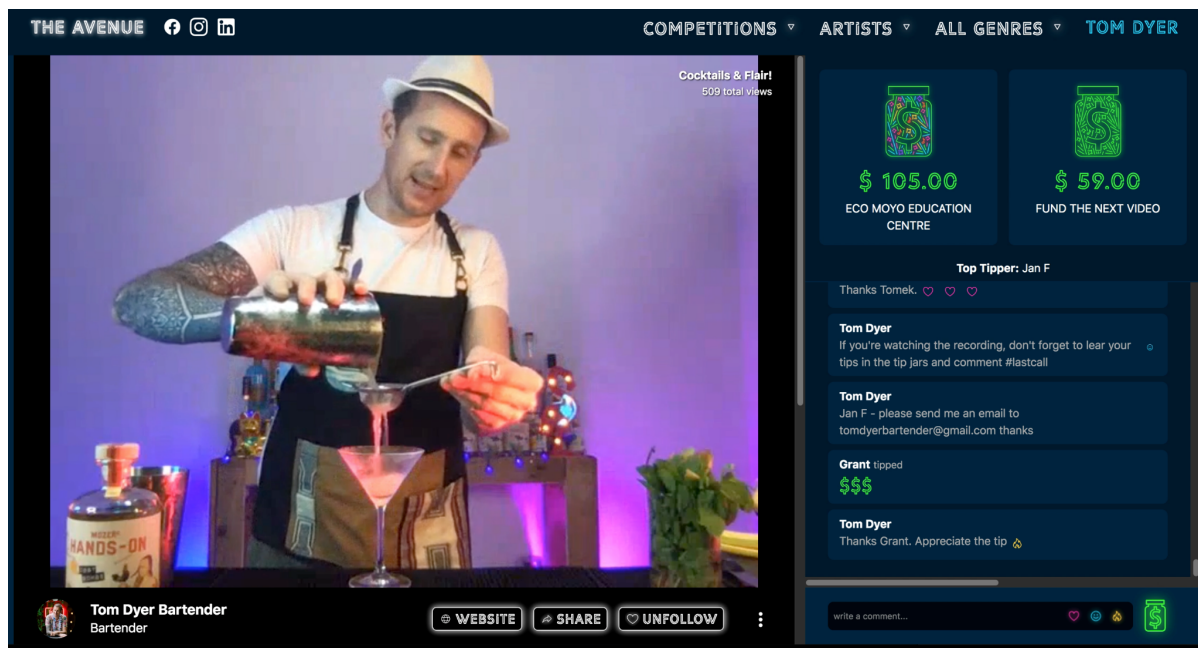
3. Being "SAVED" by one of the judges

Each judge (3 judges), in every HEAT will be able to "SAVE" one competitors to give them a spot in the final.

WHAT IS THE AVENUE

The Avenue is a new age live streaming platform that focuses on giving back to the creator immediately. The platform enables creators to collect tips during their live and archived feeds. Creators are able to go live at any time and start generating tips for their videos, unlike other platforms that require a minimum amount of subscribers, likes or followers.

A good creator on the Avenue can start generating \$50-\$100 PER VIDEO as soon as they start. To reach this sort of level on Youtube most people work for several years until they get any reward for their videos.



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SOCIAL MEDIA

As this is a 100% online competition it is important to ensure that your social media is up to date and you are following these accounts and you have downloaded the appropriate software

The Avenue

Instagram - <https://www.instagram.com/theavenuelive/>

Facebook - <https://m.facebook.com/Liveontheavenue/>

Linked In - <https://www.linkedin.com/company/theavenuelive/about/>

Battle of the Bottle Facebook Event

<https://www.facebook.com/events/1350862985346810>

BOTB Instagram Page

<https://www.instagram.com/battleofthebottle>

This is a Cocktail competition like no other before and we understand there may be some things which aren't 100% clear for everyone, so if you need any assistance, please email hello@tomdyerbartender.com for help.

DOWNLOAD THE AVENUE APPS!

The Avenue has TWO apps you'll need to download, for FREE, to take part.

GOOGLE PLAY

[The Avenue Viewer](#)

[The Avenue Streamer](#)

THE APP STORE

[The Avenue Viewer](#)

[The Avenue Streamer](#)

HEATS - WHAT YOU NEED TO DO

Each bartender will need to do the following for the HEAT:

- Record yourself making a signature cocktail, using the required sponsor products.
- You are allowed to edit your video
- The video must be no longer than 10 mins
- You will need to SCHEDULE your video/entry to go live on the first day of your HEAT
- Upload your video to The Avenue platform ready to go live.
- You can record wherever you want. The world is your stage
- Be creative, entertaining and show off your skills!!

FINALS - WHAT YOU NEED TO DO

The finals are the same as the HEATS, except you will need to do your performance LIVE online! :)

***Please note, we are still finalising sponsors and may request for you to use a sponsor product in your cocktails. Please be patient with us and understanding as the sponsors are important to ensure we can make this happen.**

HOW WILL YOU BE JUDGED?

The amount of TIPS you earn will determine how many points you get. \$1 = 1 point.

Before your video is live, you will need to promote your video and competition entry to friends, colleagues and family, so they know when you're video is live, they will go to watch and give you a lot of TIPS. Viewers will TIP real money that you keep.

RECOMMENDED:

- To donate a portion of those TIPS to a charity to encourage more tipping and thus more points.
- Start using The Avenue as soon as possible and making some live shows to get used to using the platform and getting your following on the platform too.

A PANEL OF JUDGES

There will be a panel of judges watching all the videos, who will be allocated a fund each week to tip **MORE MONEY** to the bartender or bartenders they think have done the best performances. Yes the judges will TIP REAL money to your performances too.

There is no score sheet, but judges will be looking at these categories when it comes to your videos

- Creativity

This is the creativity overall of your performance. Remember you can present / make the cocktails in any way you want.

- Location

The WORLD is literally your stage. You can film your video absolutely anywhere you want, but as we mention in our performance tips. Try and make your location look good.

- Cocktails

Although the judges cannot obviously taste your drinks, they will be looking for your drinks to be made well. This means you should put EFFORT into ensuring the drinks are made well and look good.

- Sponsors

Our sponsors as with most competitions are the ones that help make this happen and we want to ensure we can do this competition on a more regular basis, so ensure the sponsors are well used and visible during your performance.

IF YOU DON'T INCLUDE THE SPONSORS THE JUDGES WILL DISREGARD YOUR VIDEO

THE JUDGES SHOW

On the Sunday of each HEAT there will be **The Judges Show**. This will be a live show on The Avenue where we will speak to the judges about your performances in the week. What stood out to them and who they liked.

This is when you will get feedback for your performances during the week, so make sure you stand out above the rest.

The judges will allocate their tips **LIVE ON THE JUDGES SHOW** so you will be able to see them tipping on your performances and see your positions change live on the Leaderboard.

It will be hosted by Tom Dyer and we will have the occasional special guest. All competitors will be required to watch this show and leave a comment.

THE RESULTS & LEADERBOARD

There will be a leaderboard on The Avenue website throughout each HEAT and for the FACE OFF so you can see your placement live minute by minute.

So if you see you are ranking low you know it's time to push your video and gain more TIPS to reach the top 4.

REMEMBER - You, your fans, followers, bar team, friends, colleagues, family, anyone you know can affect the outcome of YOUR position so make sure you get as many people as you can to watch and tip on your performance.

The screenshot shows a website interface with a dark blue background. At the top, there is a 'Sponsors' section with logos for Simplot, Smithyfield CULINARY, pepsi DIG IN (with a sub-label 'BLACK-OWNED RESTAURANTS'), and BLACK Chef's NETWORK. Below the sponsors is a central image of Terence Tomlin, a man in a white chef's coat, with the text 'Terence Tomlin is The Winner Of Breaking Bread' underneath. Below this is a 'Scoreboard' section for the 'Final Face-Off'. The scoreboard is a table with columns for Artist, Business, Week Points, and Total Points.

Artist	Business	Week Points	Total Points
Terence Tomlin		420	259
Chef Qui	A Pinch of Salt Catering	309	416
Donnell Jones-Craven	Dondari Culinary Consulting Services LLC.	70	148
RONNIE WOODS	Northtown Bistro	14	272
Derricka Clayton	Chef Derricka	0	0
Chef Corey	Cooking with Corey	0	0
CHEF MAC	Vibez Restaurant and Lounge	0	0

The Leader board from the Break Bread cooking competition that happening in Feb 2022

HOW YOU MAKE MONEY

1. PRIZES

This is a competition to give back to EVERYONE that has taken part. You put the effort in and you will receive the tips for your shows!

We will also have cash and limited edition merchandise available for the winners. We are still waiting on confirmation from the sponsors and will update the prizes accordingly.

HEATS CASH PRIZES

1st - \$100 & BOTB limited edition merchandise
2nd - \$75 & BOTB limited edition merchandise
3rd - \$50 & BOTB limited edition merchandise
4th - \$25 & BOTB limited edition merchandise
Wild Card - BOTB limited edition merchandise

FACE OFF CASH PRIZES

1st - \$300 & BOTB limited edition merchandise
2nd - \$200 & BOTB limited edition merchandise
3rd - \$100 & BOTB limited edition merchandise
4th - \$75 & BOTB limited edition merchandise
5th - \$50 & BOTB limited edition merchandise
6th - \$25 & BOTB limited edition merchandise

WE AIM TO INCREASE THESE PRIZES AS MORE SPONSORS COME ON BOARD!

2. THE TIPS

From the tips you make, you receive approximately **75%** of those tips. Why?

- The remaining **25%** goes to The Avenue and pays for transactions and fees from STRIPE.
- So if you're tipped **\$100**, you shall receive **approximately \$75**

3. YOUR SCOUTING LINK

Every person that signs up to The Avenue has their own "SCOUTING LINK". This link is essentially your affiliate link to the platform.

Use this link to invite other bartenders, chefs or performers of any kind to the platform to make videos and earn tips. If they use your link you will receive a piece of ALL THE TIPS THEY MAKE FOR ONE YEAR!!

Where to find the scouting link (on desktop) :

1. Once logged into your account, click your name in the top right hand corner of the screen and choose DASHBOARD
2. Then click Scout Link
3. You will then see your unique link that you can use for scouting

SCHEDULE

Week 1 - Europe

- 3rd Oct: All European Competitors SCHEDULE your video to go live on this date
- 8th Oct: Public Tipping Finishes
- 9th Oct: Judges Tipping and live shows
- 9th Oct: European Heat Winners announced

Week 2 - Asia & Australia

- 10th Oct: All Asia/ Australia Competitors SCHEDULE your video to go live on this date
- 15th Oct: Public Tipping Finishes
- 16th Oct: Judges Tipping and live shows
- 16th Oct: Asia & Australian Heat Winners announced.

Week 3 - North & South America

- 17th Oct: videos go live and Tipping begins
- 22nd Oct: Public Tipping Finishes
- 23rd Oct: Judges Tipping and live shows
- 23rd Oct: Americas Heat Winners announced

Week 4 - Africa

- 24th Oct: videos go live and Tipping begins
- 29th Oct: Public Tipping Finishes
- 30th Oct: Judges Tipping and live shows
- 30th Oct: African heat winners announced

ONE WEEK BREAK

Week 6 - Final

- 31st Oct : videos go live and Tipping begins
- 6th Nov.: Public Tipping Finishes
- 7th Nov: Judges Tipping and live shows
- 7th Nov: Finalist Winners announced on live show

HOW TO REGISTER FOR BATTLE OF THE BOTTLE

WATCH THIS VIDEO - https://www.youtube.com/watch?v=GeR7A_K-6Zw&t=1s

STEP 1 - Register to The Avenue website here -

<https://www.theavenue.live/invitation/eusqwqavkcg>

STEP 2 - Register for your HEAT depending on where you live - (If you live in Europe, sign up for the EUrope HEAT, if you live in Asia, sign up for the Asia & Australia HEAT)

To have the best chance of winning the Battle of the Bottle, it is highly recommended to host a number of events on The Avenue app before the competition. This will give you and your followers a chance to get used to using and watching you on the app.

We recommend hosting some events for charity to begin with to drive more viewers to your videos and get them to sign up and ready to leave tips....yes tips. More information coming on that soon

You can also begin making some extra money during these sessions.