

Five & 20 Spirits Virtual Cocktail Competition

**FIVE&20
MONTH**

What:

A friendly competition between bartenders to create a rye cocktail with Five & 20 Spirits Straight Rye to support bar/restaurant workers and celebrate Five & 20 Month.

The Opportunity & Promotional Support:

- Submit a short video (approx. 3 min) highlighting YOUR Five & 20 Straight Rye cocktail creation – with the Five & 20 bottle prominently featured where possible.
- For every video submission to the competition Five & 20 will **donate \$20 to support out of work restaurant employees.**
- All of the video entries will be posted on the Five & 20 Facebook Page (@Fiveand20) on **May 16, 2020.**
- In addition to your Cocktail Video, the caption of the post created by Five & 20 will include the cocktail name, bartender name, and tagged social account and/or website URL provided in the entry form.
- Five & 20 will support the event in both PR and advertising, such as:
 - Media outreach to local print, digital and broadcast outlets to secure coverage of the cocktail program
 - Five & 20 Facebook advertising
- **Voting will end May 31, 2020 at 11:59PM. Winner will be determined by the number of likes on video and will be announced June 1, 2020.**
- Once bars/restaurants are reopened we will begin another round of PR and Advertising focused on where to find the cocktails featured during the competition
- The Bartender who created the most popular cocktail will be awarded with a used small format barrel signed by our head distiller declaring your bar/restaurant as the winner of the competition and a **\$520 donation to a 501c3 charity of your choosing.**

When:

- Must provide completed entry form and files by **May 10, 2020 at 11:59PM.**
- Competition will begin on **May 16, 2020 and will conclude May 31, 2020 at 11:59PM.**
- Winner will be announced **June 1, 2020.**

Contact: Kevin Faehndrich – Five & 20 Spirits and Brewing
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About Five & 20 Straight Rye Whiskey:

- **100%** grown, aged, blended and bottled in **New York**
- 90 Proof
- Aged 24 months
- 80% NY rye and 20% NY barley malt
- Carefully pot-distilled, specifically to be aged in Five & 20's selection of cooperages and sizes, the spirit is balanced between the spicy grain character of rye and the sweet caramel & vanilla flavors of quality oak barrels

Tech sheet can be found at [Five & 20 Straight Rye Whiskey](#)

Wholesale Partner:



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