

August 13th 2016 - Enter the

Margarita Challenge

sponsored by

Lazy Guy
DISTILLERY

and

**ON THE
BORDER**
MEXICAN GRILL
& CANTINA

Think you have a great Margarita recipe? Enter the 'Lazy Guy Distillery Margarita Challenge' and see how your recipe stacks up to others. So what makes this challenge different? Here's the catch - instead of Tequila you'll be using Lazy Guy Distillery Threesome Whiskey!

When: Saturday, August 13th 6pm until 8pm

Where: Lazy Guy Distillery / Kennesaw GA

COMPETITION NOTE: Tequila or Mezcal must not be used as an ingredient

COMPETITION NOTE: Threesome Whiskey must be the predominant spirit in the Margarita

There will be two winning Margarita recipes. First, there will be a crowd favorite winner based on drink ticket votes. Second, there will be a judge preferred winner.

Competitor Entry \$40 A competitor Entry includes - 1ea 750ml bottle of Threesome Whiskey, finger foods from On The Border and three drink vote tickets.

Crowd Favorite Vote \$15 A crowd favorite vote entry includes - finger foods from On The Border and three drink vote tickets.

Threesome Whiskey is what competitors will use to make their Margarita onsite at Lazy Guy Distillery. All entrants will be allowed to take home their souvenir bottle of Threesome Whiskey.



Competition entry deadline and Crowd Favorite Vote deadline is Monday August 8th.

Three ways to enter: 1) send an email to media@lazyguydistillery.com and we'll send you the entry form, 2) visit Lazy Guy Distillery on Saturdays during tour times and pickup and entry form or 3) browse to www.lazyguydistillery.com and download the entry forms from the News/Events section.

Winners will receive: Lazy Guy distillery swag, On The Border swag as well as TWO NIGHT STAY at any Starwood Property in the USA!



LAZY GUY DISTILLERY MARGARITA CHALLENGE

COMPETITION DETAILS

Competition format: One bottle of Threesome Whiskey (750ml) will be provide to each competition entrant. This spirit will be used as the primary spirit in the margarita. Tequila or Mezcal must not be used in any amount. Other alcoholic components may be used PROVIDED they are not brought onsite by the competitor. Lazy Guy will provide each competitor a setup station where they will mix their margarita. Lazy Guy Distillery will also provide other alcoholic-ingredients.

Competitor Requirements: All competitors MUST be over 21 years of age and show proof of age on-demand. They must provide their own bar hardware, such as shakers, knives, cutting boards, etc. They must provide their own non-alcoholic ingredients, such as fruits, salt, garnishments, flavorings, sour mixes, etc. Competitors may also bring any visual items to help promote and encourage votes for their margarita. Competitors **MUST** provide their entire Margarita recipe to Lazy Guy personnel so we may obtain (at no cost to the competitor) any alcohol-based mixed/ingredients. Recipes will be held confidential by Lazy Guy and must be submitted by August 10th. At the conclusion of the event, competitors may take home the remaining contents of Threesome Whiskey as a souvenir item. Any unused alcoholic ingredients will be collected by Lazy Guy staff.

Providing Samples: Lazy Guy Distillery will provide each competitor a supply of 0.5oz sample cups which will be used as samples and some ice for their shakers. *IMPORTANT: Keep in mind that a 0.5oz sample is the size of a small communion cup - so the ice we provide will be used to shake-down and cool the margarita and NOT used to cool the sample once provided to the ticker holder.* Each sample provided will be exchanged for one drink vote ticket. Drink vote tickets are collected by each competitor as a winning voter for their margarita recipe. Under no circumstances will a competitor provide a sample without collecting a drink vote ticket. Any competitor who is found to have provided a sample without collecting a ticket will be disqualified and removed from the competition. Competitors may NOTE vote for their own recipe and must either abstain from voting or vote for other competing recipes. Tickets must NOT be given away to other event attendees.

Time/Date: Competitor setup will begin starting at 5pm on Saturday August 13th and each competitor should be ready to pour samples of their margarita samples stating at 6pm. The event will conclude at 8pm after winners are announced. *NOTE: There will be limited parking onsite at the distillery. Public Parking in downtown Kennesaw is encouraged.*

Judging: Competitors will begin sampling their margarita have up to 730pm to collect drink tickets which count as a Crowd Favorite vote for their Margarita. At 730pm judging will begin to select the Judge Favorite Margarita. At 750pm, the crowd favorite and judge favorite margarita winners will be announced.

Winners: The margarita which collects the most drink vote tickets will be considered the 'Crowd Favorite' recipe. The judges will independently select their preferred margarita and that will be considered the 'Judging Favorite' recipe. Each winner will receive:

- 1) Lazy Guy Distillery swag
- 2) On The Border swag
- 3) a two-night stay for two people at any Starwood hotel property in the USA (travel not included)
- 4) the title of 'Lazy Guy Distillery - Margarita Challenge Winner'

Competitor Registration: To enter as a competitor, contact Lazy Guy Distillery @ 770 485 0081 and provide your contact information and \$40 payment. Or, email media@lazyguybrands.com and we'll contact YOU for payment. As a reminder, we **MUST** receive your full margarita recipe by August 8th. Once registered we will hold your registration package until the day of the event at the distillery -or- you may pickup prior to the event on Saturdays (12p-6p). *NOTE: Proof of age will be verified on the day of the event!*

Crowd Favorite Vote Info: If you do NOT want to compete but still want to sample some spectacular margarita samples and get some On The Border finger foods (as well as tour our facility), you may purchase a Crowd Favorite Vote package for \$15. These packages **MUST** be purchased by August 8th and can be done so in-person at our distillery during Saturday tours -or- over the phone @ 770 481 0081. You may also email media@lazyguydistillery.com and we'll contact YOU for payment and hold your voting package at the distillery until the day of the event.

For more information or specific questions, contact media@lazyguydistillery.com

MARGARITA CHALLENGE COMPETITOR ENTRY INFO

Your Name: _____

Your Email: _____

Your phone/contact number: _____

Your Margarita Recipe's alcoholic ingredients:

As a reminder, we **ONLY** need the ingredients in your margarita which contain alcohol. Competitors are absolutely **FORBIDDEN** to bring **ANY** alcohol onsite; we will provide all alcoholic components which is why we need your recipe. Threesome Whiskey will be the predominate spirit in the margarita so you are encouraged to experiment at home prior to the event to develop your flavor profile. If you do **NOT** include your alcoholic components on this entry form they will **NOT** be available at the event. **IMPORTANT:** Competitors must provide their own bar hardware, such as shakers, knives, cutting boards, etc. They must provide their own non-alcoholic ingredients, such as fruits, salt, garnishments, flavorings, sour mixes, etc.