



# THE CORAMINO CUP

## CROWNING THE HEART AND HUSTLE OF NIGHTLIFE

### ABOUT THE COMPETITION

GRAN CORAMINO IS HOSTING THE FIRST ANNUAL CORAMINO CUP IN PARTNERSHIP WITH CHILLED MAGAZINE. THIS IS NOT JUST ANOTHER COCKTAIL-MAKING COMPETITION; IT'S A COMPETITION INSPIRED BY GRAN CORAMINO'S WAY OF RECOGNIZING THE HARD WORK AND RIGOR THAT GOES INTO NIGHTLIFE BARTENDING! FIFTEEN TALENTED BARTENDERS FROM ALL OVER THE COUNTRY WILL BE FLOWN TO LAS VEGAS, NV. THEY'LL PARTICIPATE IN A THRILLING COMPETITION THAT WILL PUT THEIR EPIC BARTENDING SKILLS TO THE TEST. THE WINNER WILL EMERGE VICTORIOUS, CROWNED AS THE ULTIMATE CHAMPION OF THE CRAFT.



### COMPETITORS

NIGHTLIFE & HIGH ENERGY ACCOUNT BARTENDERS FROM ACROSS THE COUNTRY (SEE 'HOW IT WORKS' FOR DETAILS)

### CHALLENGES WILL TEST

SPEED    INGENUITY    PRECISION    PERSONALITY



### GRAND PRIZE

ONE TALENTED WINNER WILL BE CROWNED THE FIRST EVER GRAN CORAMINO BARTENDER OF THE YEAR, WITH A CHANCE TO BARTEND FOR KEVIN HART HIMSELF!\* AND WILL BE FEATURED IN A FULL-PAGE GRAN CORAMINO AD IN CHILLED MAGAZINE!

\*MUTUALLY AGREED UPON / SCHEDULED PAID EVENT

### CORAMINO CUP MARKETING SUPPORT

- NATIONAL PAID DIGITAL & SOCIAL MEDIA
- PRE & POST SUPPORT ACROSS GRAN CORAMINO & KEVIN HART'S SOCIAL

#### CHANNELS

- CONSUMER & TRADE PR
- CHILLED MAGAZINE DIGITAL & PRINT MEDIA
- TARGETED WORD OF MOUTH

### HOW IT WORKS

- MAY 7 – MAY 31 BARTENDERS & FRIENDS OF BARTENDERS SUBMIT THEIR VIDEO SUBMISSIONS FOR A CHANCE TO COMPETE

SCAN HERE FOR INSTRUCTIONS & TO ENTER (LIVE ON 5/7/23)



SCANNABLE ENTRY CARDS WILL BE DISTRIBUTED TO ON PREMISE TEAMS & KEY MARKETS

- EARLY JUNE – 15 FINALISTS WILL BE SELECTED & NOTIFIED BY CHILLED MAGAZINE
- EARLY JULY – FINALISTS ARE FLOWN TO LAS VEGAS FOR THE COMPETITION
- JULY 9 OR 10 – 1ST ANNUAL CORAMINO CUP IN LAS VEGAS, NV

### DATE AND LOCATON:

JULY 9 OR 10 (TENTATIVE) | LAS VEGAS, NV (VENUE TBC)