



# THE TEQUILA MASTERS 2010

## RECOGNISING THE MASTERS IN THEIR FIELDS

In November 2010 *The Spirits Business* will stage **The Tequila Masters** in a drive to find and reward the finest Tequila brands on the world stage. Patience Gould, editor of *The Spirits Business*, along with a panel of leading spirits specialists, will judge the Tequilas in a blind tasting, to discover the **Tequila Masters of 2010**. Excellence will be recognised in category, age and design & packaging.

- To enter The Tequila Masters 2010, you must be one of the following: a brand owner, a producer, a distributor/importer or a retailer
- If you are not the brand owner, you must have written permission to enter the Masters Series.
- Silver, Gold and Master will be awarded in each category
- The Gold and Master winners from each category will then be judged for the overall title of **Grand Tequila Master 2010**
- Awards will be given at the discretion of the judges
- The chairman's decision is final.

1. To enter, please visit [www.thedrinksbusiness.com/tequila-masters](http://www.thedrinksbusiness.com/tequila-masters) and complete an entry form, providing all of the relevant information
2. To pay, please include a cheque made payable to Union Press Ltd or provide credit card details on the entry form
3. Forward two samples for each product or category you are entering to: Bert Cason, *the spirits business*, Units 222/223, 30 Great Guildford Street, London SE1 0HS
4. Please ensure that all UK duty on samples is pre-paid
5. Each entry must be supported by two bottles and must include the entry form

### Entry deadline for The Tequila Masters: Friday 8 October 2010

Visit [www.thedrinksbusiness.com/tequila-masters](http://www.thedrinksbusiness.com/tequila-masters) for entry forms and information



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drinks business

Each entry to be supported with two bottles per category entered and must include this entry form. In addition a high-resolution bottle shot of each product entered must also be emailed to Bert Cason.

Please forward your samples, with duty paid, to:

**Bert Cason**

**THE TEQUILA MASTERS, Units 222-223, 30 Great Guildford Street, London SE1 0HS, United Kingdom**

**t: +44 (0)20 7803 2449 f: +44 (0)20 7803 2421 [bert@thespiritsbusiness.com](mailto:bert@thespiritsbusiness.com)**

# THE TEQUILA MASTERS 2010

## Contact details

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Postcode/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Categories

(please tick boxes required for entry)

### TEQUILA 100% AGAVE (PREMIUM)

- Blanco  
 Reposado  
 Anejo  
 Extra Anejo

### TEQUILA 100% AGAVE (SUPER PREMIUM)

- Blanco  
 Reposado  
 Anejo  
 Extra Anejo

### TEQUILA

- Gold  
 Tequila Liqueur  
 Flavoured Tequila  
 Design & Packaging

## PRODUCT / BRAND DETAILS

Producer name: \_\_\_\_\_

Product name: \_\_\_\_\_

Entered by: \_\_\_\_\_

## CONTACT DETAILS

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

Email: \_\_\_\_\_

## PAYMENT

The cost of entry is £195+VAT for the first entry. Each additional entry you make thereafter will be charged at £150+VAT.

Please note that each entry entitles you to be judged in your chosen category only, as stated by you on this entry form.

## PAYMENT OPTIONS

1) Please charge £..... to my

Visa  Mastercard  AMEX

Card no:

Expiry date:  /  Issue no: (switch only)

3 digit security code:

2. BACS transfer information:

Bank: Messrs C Hoare & Co, 37 Fleet Street, London EC4P 4DQ, UK

Account name: Union Press Ltd

Account number: 11095100 Sort code: 15-99-00

IBAN: GB48 HOAB 1599 0011 0951 00 BIC/SWIFT: HOABGB2L

Credit card transactions will be taken in UK sterling at the current exchange rate.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

Please email: [info@thespiritsbusiness.com](mailto:info@thespiritsbusiness.com)

should you require any assistance with completing this form.

## CHECKLIST... HAVE YOU DONE THE FOLLOWING?

- Filled in your entry form  Enclosed a cheque or completed credit card details  Packed all samples entered (x 2 bottles per entry)  
 High-Resolution bottle shots

the SPIRITS BUSINESS