

THE 19th EDITION OF



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# HANDBOOK OF RULES AND REGULATIONS

COCKTAIL IN A CAN COMPETITION

# READY TO DRINK



27 February 2025

1920 Grand Kemang Hotel, Jakarta

14.00 - 21.00 WIB

Supported by:



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## RTD COCKTAIL IN A CAN COMPETITION

### Handbook of Rules & Regulations

#### 1. Overview and Purpose

This competition is aimed at fostering innovation in the Ready-to-Drink (RTD) beverage industry by challenging participants to create unique, market-ready cocktail products. Competitors will be judged on creativity, flavor profile, and potential business viability, with opportunities to secure investment funding to launch their products.

#### 2. Eligibility Requirements

- **Age** : Participants must be at least 21 years of age.
- **Experience** : Open to both professionals and enthusiasts in the beverage and hospitality industry.
- **Team Composition** : Solo entries and teams of up to three members are permitted.
- **Product Type** : The product must be an RTD cocktail in a can, ready for direct consumption.

#### 3. Competition Categories

- **Flavor Innovation**: Unconventional or enhanced flavor combinations that provide a memorable tasting experience.
- **Business Potential**: Scalability, market appeal, and a viable business plan.
- **Brand Presentation**: Creativity in branding, can design, and product presentation.

#### 4. Competition Phases

- 1) **Registration**: Participants must submit their entry forms by 15 January 2024.
- 2) **Preliminary Review**: A review panel will shortlist entries based on concept notes and flavor ideas.
- 3) **Live Presentation & Tasting**: Finalists will present their RTD cocktails to judges and investors, followed by tasting and Q&A sessions.
- 4) **Investor Pitch**: Participants will deliver a business pitch to investors, showcasing their product's market potential and growth plan.

## 5. Competition Rules

- **Product Specifications:**
  - 1) Product must be an RTD alcoholic cocktail in a can.
  - 2) Alcohol volume must range between 4% and 12%.
  - 3) Maximum can size allowed is 355 ml.
  
- **Flavor & Ingredients:**
  - 1) Each product must contain at least one distinctive or innovative ingredient.
  - 2) All ingredients must be safe, legally permitted, and properly labeled.
  
- **Packaging & Labeling:**
  - 1) Cans must have a label that meets standard packaging requirements, including alcohol content and ingredient list.
  - 2) Labels should include branding elements, product name, and any relevant legal disclaimers.
  
- **Sustainability:**
  - Participants are encouraged to use sustainable packaging and eco-friendly ingredients, with sustainability factoring into the judging.

## 6. Judging Criteria

Judging will be conducted in three main categories, with detailed subcategories and a scoring system out of 100 points.

### 6.1. Creativity & Innovation (30 points)

- **Unique Flavor Profile** : (15 points) Originality in flavor combinations.
- **Presentation & Packaging** : (10 points) Visual appeal and brand alignment.
- **Concept Novelty** : (5 points) New approaches to the RTD market.

### 6.2. Taste & Balance (30 points)

- **Overall Flavor** : (15 points) Balance, taste, and mouthfeel.
- **Drinkability** : (10 points) Ease and enjoyment of drinking.
- **Aftertaste & Finish** : (5 points) Pleasant, memorable finish.

### 6.3. Business Potential & Viability (40 points)

- **Market Research & Strategy** : (10 points) Evidence of market demand and growth potential.
- **Cost Analysis & Pricing** : (10 points) Competitiveness of pricing and cost structure.
- **Investor Appeal** : (10 points) Persuasiveness of pitch to investors.
- **Sustainability & Scalability** : (10 points) Considerations for scaling up and eco-friendliness.

## 7. Presentation Guidelines

- **Tasting Presentation:** Final products should be poured for tasting in small sampling cups for judges.
- **Business Pitch:**
  - a) Maximum 5 minutes per pitch, followed by a 5-minute Q&A.
  - b) Visual aids are permitted, including slides, handouts, or can samples.
  - c) Participants should discuss market positioning, branding, distribution, and financial projections.