

Mathieu Teisseire

FLAVOUR MASTERS

2024

[HTTPS://MATHIEU-TEISSEIRE-GREECE-FLAVOUR-MASTERS-CONTEST.GR/](https://mathieu-teisseire-greece-flavour-masters-contest.gr/)



GOOD LUCK!

https://www.instagram.com/mathieu_teisseire_greece/

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FLAVOUR MASTERS

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A new competition from Mathieu Tisseire.

Challenge yourself, your knowledge, your skills and your understanding of what True Flavour really is.

Learn from our Flavour Masters and win a once in a lifetime flavour experience at the home of Mathieu Tisseire.

Behind True Flavour

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Welcome to the inaugural Flavour Masters drinks competition! This program is dedicated to True Flavour and brought to you by Mathieu Tisseire.

We invite you to take this journey with us to test your understanding of all things flavour and develop your knowledge & experience within the Food & Beverage industry.

If you progress through the competition you'll gain insight into trends & information from some of the world's leading flavour experts and become a part of a global community of drinks professionals.

Start your journey today and submit your Flavour Masters entry via the link below

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ENTRIES CONDITIONS

- Bartenders, and those with a love and passion for the bartending field are living and working in Greece
- Age: 21 years old or above

TIMELINE

ENTRY ROUND

From 01/04/2024 - 21/04/2024

IN-BAR JUDGING ROUND OR VIA E-MEETINGS

From 22/04/2024 - 17/05/2024

NATIONAL FINAL ROUND

June 10, 2024 (place to be announced)

GLOBAL FINAL ROUND IN FRANCE

From 01/10/2024 until 03/10/2024

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ENTRY ROUND

WHAT IS BEHIND
True Flavour?

**MEMORY.
TECHNIQUE.
SCIENCE.
INNOVATION.
EMOTION.**



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ENTRY ROUND

The beginning of Mathieu Teisseire's dedication to True Flavour began in the foothills of the French Alps with ripe, juicy cherries... and it has come a long way since 1720

Create a drink which tells the story of when or where your passion for True Flavour first started, and where it is going next.

Take inspiration from the concept of "Newstalgia" – something new inspired by something old. Ingredients, tastes and aromas which have connections to you and places you have been, where True Flavour became meaningful to you

The goal is not to simply highlight the past or to pay homage to it, but to take advantage of it to create something new that will flourish today and tomorrow

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ENTRY ROUND

Fill out the form to entry Mathieu Teisseire Greece Flavour Master Local Selection.

The form submission must include:

- Full name
- Email address
- Phone number
- Instagram account link
- Your workplace
- Your drink name, recipe, method

* **Important Note:**

- The recipe must include ingredient measurements. It is required to use a minimum of 15ml of Mathieu Teisseire syrup in your drink.
- Homemade or pre-prepared ingredients will not be accepted.
- Provide a maximum 250-character description of your drink that highlights the following points:

Where does the story of your passion for "True Flavor" originate? And How?
With inspiration from the concept of "Newstalgia" – creativity, interesting variations
Based on classic, traditional elements - how will you incorporate it into your drink recipes?

Two high-resolution images of your drink (details on the next page). All two images must be taken at the bar counter/table at the entrant's workplace.

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ENTRY ROUND

TWO (02) HIGH-RESOLUTION IMAGES OF YOUR DRINK

DRINK IMAGE #1

DRINK IN THE TABLE



DRINK IMAGE #2

DRINK IN THE TABLE

WITH MATHIEU TEISSEIRE



*NOTE: PARTICIPATING IN THE MATHIEU TEISSEIRE FLAVOUR MASTERS COMPETITION IMPLIES THAT YOU ALLOW US TO SHARE YOUR PHOTOS AND NAME ON MATHIEU TEISSEIRE CHANNELS AND PARTNER BUSINESS SOCIAL MEDIA PLATFORMS FOR PROMOTIONAL PURPOSES.

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IN BAR JUDGING ROUND

The top 25 entries from the online Entry Round will be selected by the Mathieu Tisseire Brand Ambassador to advance to the First Round - In-bar Judging Round.

In this round, candidates will perform their entries directly at their workplace where they indicated in the Entry Round submission. The Mathieu Tisseire Brand Ambassador will in-bar judge directly. The scoring criteria will be provided in advance and include:

- Garnish
- Taste and balance between ingredients
- Balance & expression of Mathieu Tisseire products
- Expression and storytelling of "True Flavour" and "Newstalgia" in the creation.

*Note: The in-bar judging date will be announced by Mathieu Tisseire Brand Ambassador via email when the entries are selected for this round and may be changed depending on the actual circumstances.

The in-bar judging session will be captured through photography and video recording at the candidates's workplace, meaning that the images and video clips from the session will be the property of Mathieu Tisseire and will be used for promotional purposes.



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NATIONAL FINALS (GREECE)

The top 10 contestants will advance to the National Final round to compete for the championship and determine the representative of Greece for the Global Final round in France.

The contestants will undergo three challenges that focus on different aspects of "True Flavour":

- **Challenge 1:** Behind true flavor - Experience the creation of Mathieu Tisseire syrups.
- **Challenge 2:** True flavor elevation - Utilize Cherry Mathieu Tisseire syrup to create a unique recipe of your own.
- **Challenge 3:** Flavor & Emotion - Utilize various Mathieu Tisseire syrups available in the market and create a distinctive recipe with a focus on Flavor & Emotion elements.



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THE PRIZES

National Final Competition Winners (per country/market)

The prize to attend and compete at the competition Global Final will comprise a trip of a maximum of 3 days in France (Crolles & Paris), including: travel to and from each market's preferred airport, return flights to each respective market, accommodation, subsistence, and internal travel within the set itinerary. All reasonable expenses will be covered by Britvic at its discretion and any activities outside of the agreed itinerary or costs not deemed as a reasonable expense will be the responsibility of the prize winners to cover.

The trip will take place between Tuesday 1st October and Thursday 3rd October 2024. The winners will fly from their market of residence and return to their market of residence. All correct valid visas and passports must be confirmed prior to travel by the participant. The prizes are non-transferable, must not be offered for resale. The prizes are non-transferable, must not be offered for resale, and rights to postpone the trip are reserved by the Britvic but cannot be amended by the winners

Global Final Competition Winner

The winner of the Global Final Competition will win a trip to 3 x international destinations. The prize trip will include the cost of flights, accommodation and reasonable subsistence while travelling to and in each of the 3 x destinations. The winner will be paid an agreed fee while travelling in each of the 3 x destinations, to be confirmed by the Britvic. While in each destination the winner will be required to attend specified events as organized and communicated by the Promoter as part of the global competition prize. The winner will fly from his/her market of residence and return to his/her market of residence. All correct valid visas and passports must be confirmed prior to travel by the participant. The prizes are non-transferable, must not be offered for resale, and rights to postpone the trip are reserved by the Britvic but cannot be amended by the winner.

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TERMS AND CONDITIONS

- The organizers are not responsible for any injuries, losses, or damages that occur during the event, except as required by law.
- The organizers are not liable for any issues related to registration, or submission mishaps (including late submissions, lost entries, broken links, forgery, plagiarism, exchange mishaps, and similar related incidents).
- The organizers reserve the right to modify, postpone, or terminate the program in situations of force majeure or emergencies. The prizes may be subject to change with equivalent or greater value.
- Your personal information will be used to administer the competition and award/ receive prizes. We are committed to complying with the Privacy Policy according to the law.
- The competition is managed by Britvic EMEA Limited and organized by Rezos Brands SA in Greece.
- The information of the winner will be publicly announced by the organizers.
- Entrants in the Flavour Masters 2024 competition imply granting the organizers the right to use their image and name for advertising purposes for a period of 1 years.
- The organizers are not responsible for any delays or failures resulting from emergencies or actions of third parties

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CONTACT

For queries regarding the contest and the products you may contact the official distributor of Mathieu Tisseire in Greece, Rezos Brands SA and specifically the marketing manager, Alexandra Georgiadou, through email: ageorgiadou@rezosbrands.com or telephone: 6975024737

To see the whole product range of the Mathieu Tisseire Syrups go to:

<https://rezosbrands.com/product-category/mathieu-tisseire>



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