



CZECH REPUBLIC

COMPETITION TOOLKIT

JANUARY 2026





WORLD CLASS

*“Stop thinking outside the box.
Step out of it.”*

Luca Cerqueglini
Czech World Class Winner 2025



Dear Bar Friends,

Welcome to Diageo World Class Czech Republic 2026.

Diageo World Class is a global platform dedicated to elevating the craft of bartending, fostering creativity, and supporting professional growth behind the bar.

The Czech Republic is a strong and established part of this journey. Each year, local bartenders bring their own energy, perspective, and commitment to pushing the boundaries of what it means to be world-class.

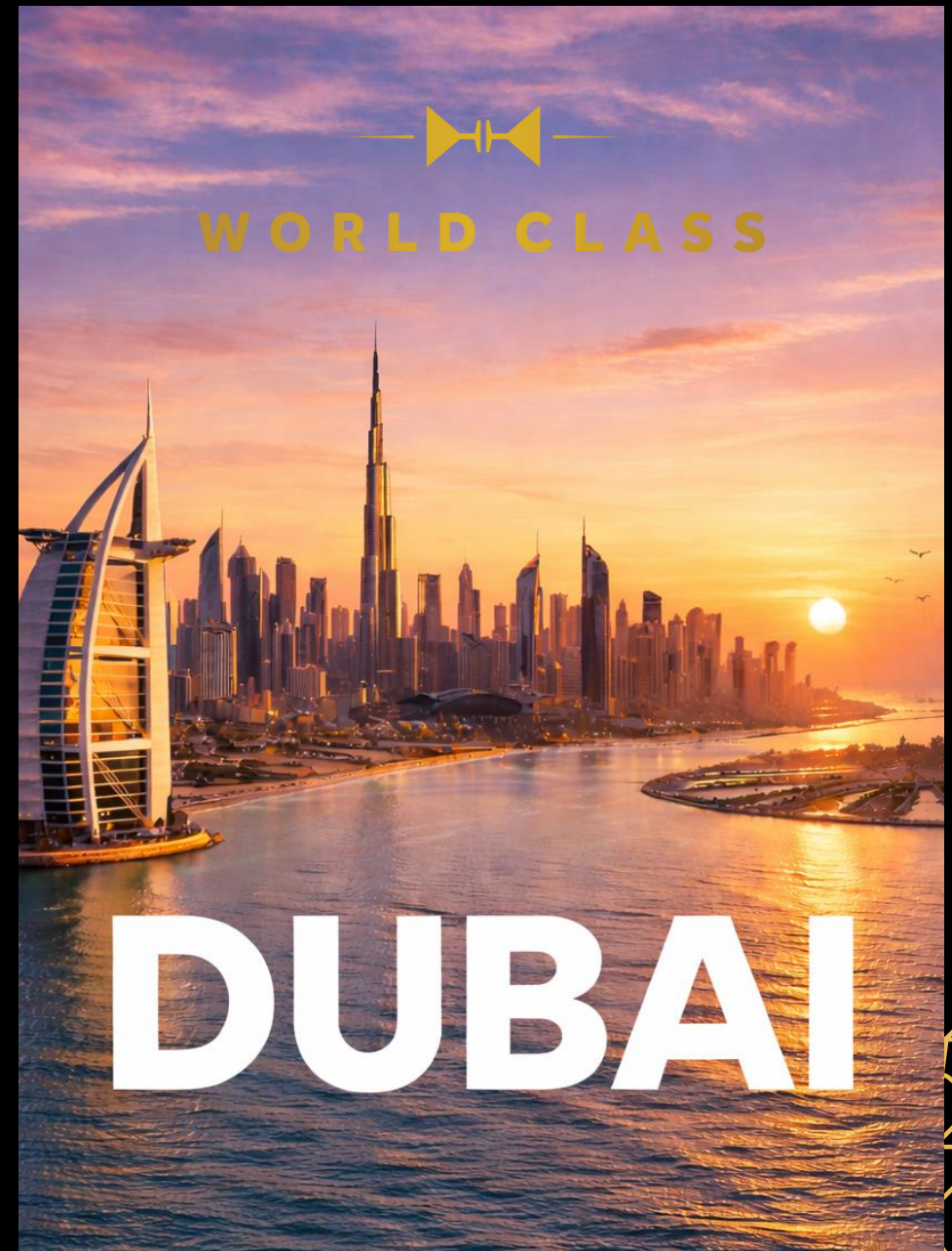
The 2026 season opens an exciting new chapter. A year full of challenges and inspiration lies ahead, culminating in the Global Final in Dubai — where global ambition, innovation, and cultures come together.

This toolkit will guide you through the competition journey, outlining the structure of the season, the challenges ahead, and what is expected of you as part of Diageo World Class.

Use it as your reference and starting point — and step into this year's competition with your strongest work and your own story behind the bar.

Best regards,

Pavel Mandrla
Diageo World Class Czech Republic





WHAT'S NEW THIS YEAR?

What Works, Stays

Following the strong success of last year, we continue with the **Boot Camp** format. This intensive educational program is designed for all registered bartenders and focuses on delivering practical skills, know-how, and inspiration essential for success in the competition. The Boot Camp provides a solid foundation and prepares participants for the challenges ahead throughout the World Class journey.

A New Semifinal Format

We are looking for the **Top 12** — and this year, we are changing the perspective. The semifinal round moves directly into your bars. Every bartender who meets the entry requirements will be visited by the judging panel in their home venue. No travel. No unfamiliar environment. You will be assessed where you perform at your best — behind your own bar.

Spirited Women

This year, we introduce a new initiative dedicated to **women in hospitality**. As part of the Community Day, the **Spirited Women** seminar will take place, alongside the opportunity to connect with a global platform supporting talented women across the bartending world. A space for inspiration, shared experiences, and long-term community building.





WHAT'S NEW THIS YEAR?

A Closed-Door Local Final

This year's local final will take place **behind closed doors**, with full focus on the finalists and their skills. No cameras. No stage. No distractions. Just your craft, your decisions, and your performance. This year, we are not looking for one winner — **we are looking for the Top 3**. Why three, you may ask?

From Local to Europe

For the first time in history, the Czech Republic will take part in a regional European final! Our **Top 3 finalists** will represent the Czech Republic in Schiedam, the Netherlands, at the Ketel One Distillery, where an international jury will select one bartender to advance to the **Global Final in Dubai**.

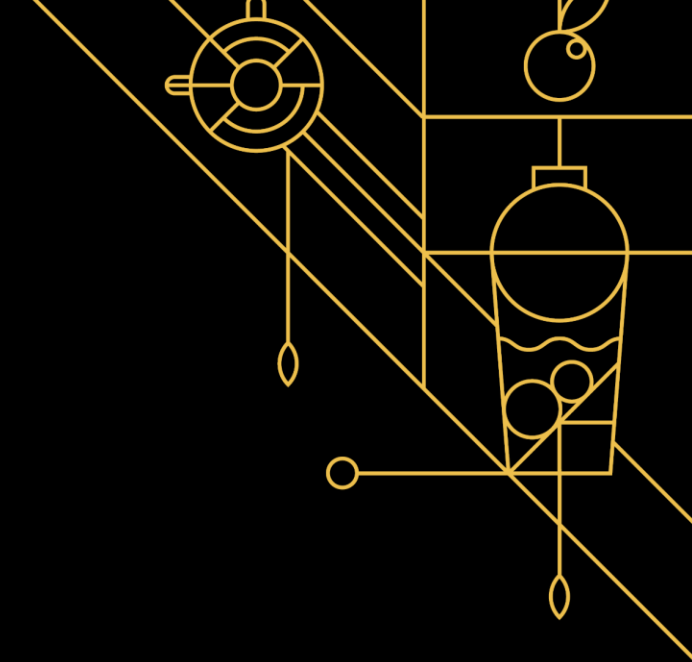
The European final is not just a competition — it is a **bridge to the global stage**. It gives our finalists the opportunity to experience the pressure, standards, and atmosphere of World Class at an international level, preparing them for what it truly means to compete on the global stage. Here, Czech talent will be tested alongside bartenders from Spain, Italy, Norway, and 13 other European countries.





WORLD CLASS

PROGRAM & TIMELINE




WORLD CLASS

January
Distribution of invitations

2 February
Official Launch
ZACAPA ENTRY CHALLENGE

23 February
Community Day 1
BAR SYMPOSIUM

28 February
Application Deadline
via CBA

1–29 March
Zacapa Cocktails Presentations
in Participating Venues

31 March
Community Day 2
BOOT CAMP

1–10 April
Judging of
Registered Bartenders

27 April
TOP 12 ANNOUNCEMENT
Cocktail Festival Kick Off

4 May
Community Day 3
SPIRITED WOMAN

26 May
National Final
TOP 3 SELECTION

30 May
Cocktail Festival Wrap-up

22–24 June
European Final
CZECH DWC WINNER

September
GLOBAL FINAL
DUBAI 2026



ENTRY COMPETITON CHALLENGE





ZACAPA SOLERA GRAN RESERVA

ENTRY CHALLENGE

50 Years Above the Clouds

To celebrate 50 years of Zacapa, competitors are invited to create two cocktails using Zacapa Solera Gran Reserva.

Each cocktail represents a different expression of the brand and a different role of the bartender.

Together, these serves should demonstrate:

- how craft, technique, and creativity elevate Zacapa in a modern cocktail
- how simplicity, balance, and drinkability make Zacapa a natural choice for celebration

This challenge is about understanding craft at every level — from meticulous technique to effortless enjoyment.



COCKTAIL ONE

MODERN CRAFT**1*****Celebrating Mastery — From Rum to Bartender***

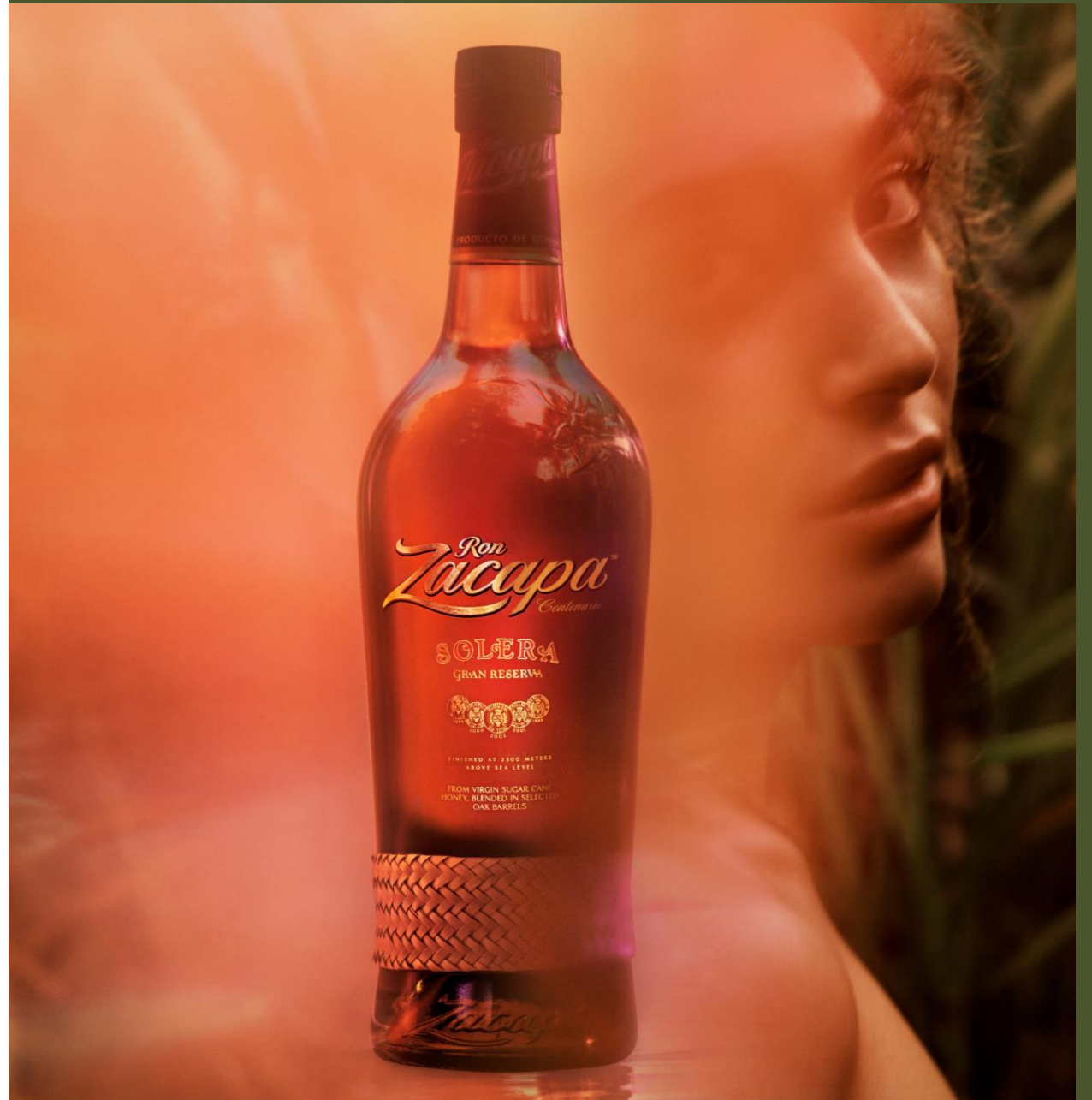
This cocktail is a celebration of craft at its highest level, inspired by 50 years of Zacapa's master craftsmanship.

It should:

- showcase modern bartending techniques and contemporary bar trends
- demonstrate technical skill, creativity, and confidence
- highlight Zacapa as the hero ingredient, elevated through technique rather than complexity alone
- connect the bartender's craft with Zacapa's heritage and producing process
- feel intentional, refined, and rooted in storytelling

Challenge Rules

- Use a minimum of 30 ml of Zacapa Solera Gran Reserva
- Include **at least** three ingredients
- Ice, glassware, and serving style are entirely up to the competitor
- There is no limit on the number of homemade ingredients



COCKTAIL TWO

CELEBRATION SERVE**2*****Easy to Drink, Easy to Love***

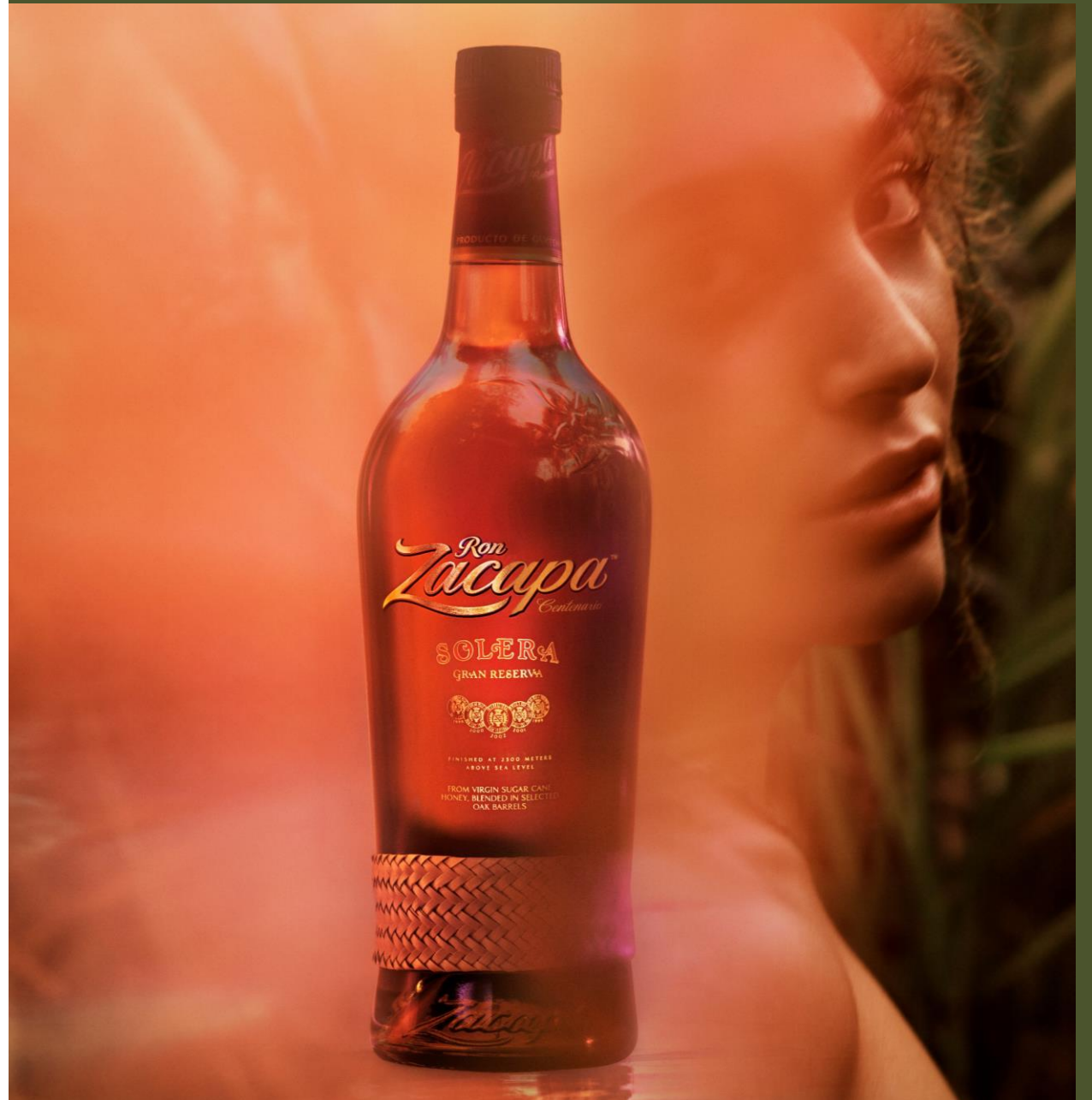
This cocktail should represent Zacapa in a social, high-energy, celebratory moment — a drink designed for a 50th anniversary party or busy bar environment.

It should:

- be well-balanced, showcasing clarity and structure in flavour
- be easy to drink and encourage guests to order another
- work in high-volume, fast-paced environments
- be simple and easy to replicate - anytime and anywhere
- show how Zacapa can shine in a mainstream, approachable serve

Clear Rules

- Use a minimum of 30 ml of Zacapa Solera Gran Reserva
- Use **no more** than three ingredients
- The use of **homemade ingredients is not permitted**
- Ice, glassware, and serving style are entirely up to the competitor



ZACAPA SOLERA GRAN RESERVA

ENTRY CHALLENGE

COMPETITION ENTRY REQUIREMENTS

All activity must comply with applicable local laws and regulations

- create one Modern Craft serve and one Celebration serve
- Be currently employed in an on-trade venue during the competition period
- Register for the competition via the official entry platform within the stated deadline.
- Actively offer the competition cocktails in their venue between March 1st and March 30th.
- All competition cocktails must be presented in English during the semifinal round

CHALLENGE DELIVERABLES

2X
COCKTAIL
RECIPES

2X
COCKTAIL
IMAGES



ENTRY CHALLENGE SCORING (PER JUDGE)

SCORING	PTS
TASTE MODERN CRAFT Balance, temperature, aroma, texture, and overall taste of the serve <i>Is this a well-balanced, technically precise drink where all elements work together to create a complete flavour experience?</i>	60
TASTE CELEBRATION SERVE Balance, drinkability and high-volume suitability of the serve <i>Is this an enjoyable, easy-to-drink cocktail that works in a busy bar or event environment and makes guests want another one?</i>	30
STORY, IDEA & BRAND Story, clarity and relevance of the concept <i>Is the idea clear and engaging, and does the story naturally connect to the brand and the purpose of the serve?</i>	30
BARTENDER SKILLS & HOSPITALITY Technical execution, presence and hospitality <i>Does the bartender demonstrate confidence, technical control and a genuine sense of hospitality throughout the presentation?</i>	30
TOTAL	150

CHALLENGE TIMING

6
MINS

PRESENT



HOW TO ENTER THE COMPETITION?

Option 1: You are a CBA member

1

CREATING COCKTAILS

Prepare two competition cocktails featuring Zacapa Solera Gran Reserva and take photos of them.



2

REGISTERING COCKTAILS

Log in to the CBA website using the link below **REGISTRATION FORM** and complete a separate form for each cocktail (two forms in total).

(Deadline is 28.2. at midnight.)

3

SUBMITTING PHOTOS

Send the photos of your cocktails either via WhatsApp to the designated number **+420 775 747 713** or via email or file transfer service to the specified address

Pavel.Mandrla@stock.cz

4

COMPLETING REGISTRATION

Once you have registered and submitted the photos, your entry into the competition is complete, and you will receive further details about the program.

Welcome in



WORLD CLASS

HOW TO ENTER THE COMPETITION?

Option 2: You are NOT a CBA member

1

CREATING COCKTAILS

Prepare two competition cocktails featuring **Zacapa Solera Gran reserva** and take photos of them.



2

REGISTERING WITH CBA

First, register as a CBA member using the provided link on the organization's website.

CBA REGISTRATION

3

REGISTERING COCKTAILS

Log in to the CBA website using the link below

REGISTRATION FORM

and complete a separate form for each cocktail (two forms in total).

(Deadline is 28.2. at midnight.)

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SUBMITTING PHOTOS

Send the photos of your cocktails either via WhatsApp to the designated number

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COMPLETING REGISTRATION

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Welcome in



WORLD CLASS

SEMIFINAL JUDGES

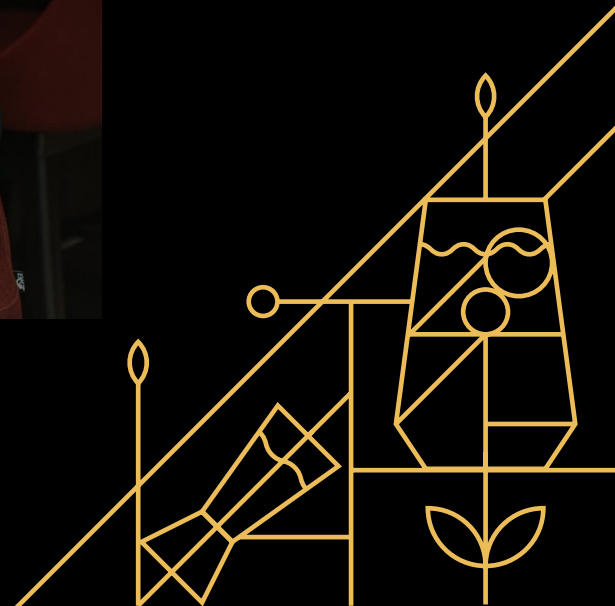
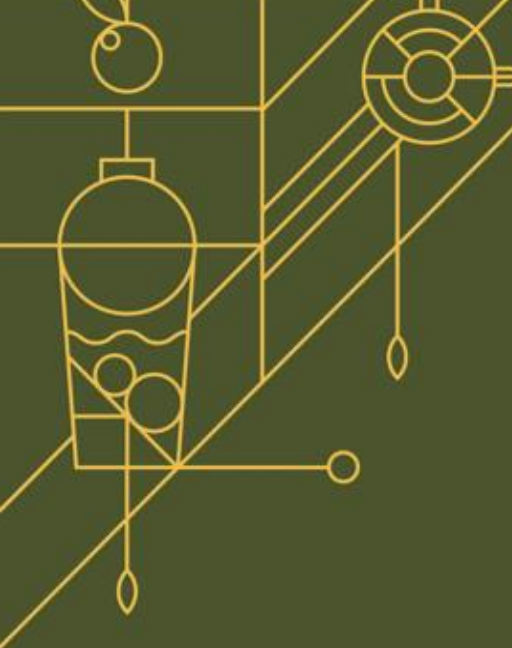


SÁRA PEŠTOVÁ

WORLD CLASS WINNER
SLOVAKIA 2025

LUCA CERQUEGLINI

WORLD CLASS WINNER
CZECH REPUBLIC 2025





For any inquiries, please contact

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World Class Brand Ambassador Czech Republic



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For the latest updates, follow **@worldclasscz**

You must be at least 18 years old to enter the competition.

STOCK
ČESKÁ REPUBLIKA

By submitting a recipe and the registration form, the participant assigns all economic rights to the submitted recipes to Stock Plzeň-Božkov s.r.o. and agrees to the processing of personal data in accordance with applicable law.



THANK YOU

