

Introducing the 2019 Patrón Perfectionists Cocktail Competition

Issued by [OLC Through The Line Communications](#)

5 Aug 2019

A call to SA's top bartenders

The Patrón Perfectionists Cocktail Competition returns this year with an even broader global reach increasing to include more than 32 countries that will compete to create a cocktail worthy of a perfectionist.

The Patrón Perfectionists Cocktail Competition is a unique challenge for mixologists and bartenders to demonstrate their skill, expertise, respect for craftsmanship, attention to detail and unwavering commitment to perfection and to see these values brought to life through their cocktail creation and presentation.

"2019 is a milestone year for the brand. In just five years Patrón Perfectionists has grown from a single country competition in the UK to now a program that spans six continents and involves more than 32 countries. From the US to the UK, Mexico to the Middle East and up from Canada down to South Africa – with many markets in between. Over the last four years we have seen more than 6,000 bartenders enter and over the next few months we expect to see more than 5,000 register for this year's program." Matt Sykes, Senior Director, International Marketing, Patrón Tequila.



The global competition returns to the shores of South Africa in 2019 for its' third instalment. With entries open until 31 July, the top six applicants from the market will be invited to compete in the country's final in Cape Town this October and one lucky winner will go on to represent their country at the Global Finals hosted at the home of Patrón, Hacienda Patrón in Atotonilco el Alto, Jalisco, Mexico in January 2020. The 22 lucky finalists will then battle it out in front of the panel of distinguished judges for the highly coveted title of the Global Patrón Perfectionist winner.

How to enter

Search for @patronperfectionists on Facebook to find out more about the competition and when you're ready visit www.patronperfectionists.com to submit your application.

Entrants simply need to follow the 5 minute entry process, submitting information about themselves and where they are

from, their drink recipe and a picture of their creation.

- " **Sparletta brings the taste of home to every meal as *Uzalo* stars takeover KwaMashu Shoprite** 10 May 2024
- " **Offlimit Communications celebrates 20 stellar years of innovation and success in TTL marketing** 9 May 2024
- " **International rugby player, Eben Etzebeth teams up with Bayer as an ambassador for Berocca in South Africa** 26 Feb 2024
- " **Bayer South East Africa welcomes Jessica Nkosi as a brand ambassador for Bepanthen Derma** 21 Feb 2024
- " **Coke Studio brings 'real magic' to the neighborhood** 7 Dec 2023

[OLC Through The Line Communications](#)



OLC Through The Line Communications is an award winning experiential marketing agency that aims to move businesses and brands forward.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>