

ENTRY BROCHURE



welcome

THE 2019 SLTN Awards has officially launched – and the annual search for Scotland's best venues, operators and staff promises to be as exciting and keenly anticipated as ever.

Together with our valued commercial partners, we're seeking entries across more than 20 awards categories, reflecting the rich diversity that defines the Scottish trade.

Our judges will spend the summer visiting and assessing licensed businesses across the country as we home in on the best of the best for 2019.

But before then we need you to tell us why you, your businesses, a member of your staff, or someone you know or work with should be in the running.

If you've got what it takes to be an SLTN Award winner, you'll find all the details you need to enter in this brochure. Entry forms for each category are available at sltn.co.uk

Entries will be shortlisted and judged over the summer, with the winners announced at the 24th annual SLTN Awards at Glasgow's Hilton Hotel on Thursday November 7, 2019.

Good luck!

Gillian McKenzie Editor, SLTN

Enter online:

sltn.co.uk

Entries or nominations must be received by Friday May 31, 2019





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beer quality award

In the Beer Quality Award, Tennent's and SLTN are looking for those outlets keeping, dispensing and presenting beer to the highest possible standard.



Judges will look for:

- A full stock of appropriate glassware for each type of beer and knowledge of the impact of incorrect glassware on quality of serve.
- A good, well-understood, system of glass cleaning, storage and replenishment.
- Excellence in dispense, good staff knowledge of the pouring and presentation techniques required for the different beers and a consistent delivery of perfectly-presented beer.
- Understanding of the importance of quality amongst management and staff within the outlet.
- Excellent cellar management, exemplary cleanliness and appropriate cellar temperature control, including evidence of the processes in place to maintain these.
- Good staff knowledge of the processes involved in receiving, storing, rotating and changing kegs, etc. for different beers.
- A well-planned bar area designed to help maintain beer quality and ensure the perfect pour every time.
- Good use of founts to present the beer range to the consumer.



Supported by

Brewed with passion at Wellpark Brewery in Glasgow, using the finest of Scottish ingredients since 1885, **Tennent's Lager** is Scotland's favourite pint. It has achieved this status through innovative marketing, a dedication to quality and an unmatched commitment to the Scottish licensed trade. Tennent's Lager recognises that its success is due in no small part to the support of the individuals and businesses operating within the trade. Our customers are fundamental to the delivery of a perfect quality pint. This is why we are delighted to sponsor this award that recognises and rewards bars and staff for the ongoing commitment to the delivery of a perfectly poured pint, every time.

gastropub of the year

SLTN award 2019

The SLTN Gastropub of the Year Award will go to a venue that delivers highend pub food and a quality drinks range to match with first-rate friendly service in a pub environment.

Judges will look for:

- A menu which brings a contemporary flavour to pub classics and displays a commitment to quality and the use of fresh local, sustainable produce.
- A comprehensive drinks range designed to match the food offer, including suggested pairings.
- A commitment to deliver first-class customer service, reflecting ongoing investment in staff training and development.
- Surroundings and an ambience to match the quality food and drink on offer.



Supported by

Distell International is the result of the merger between Distell Europe and Burn Stewart Distillers; a proud division of Distell, South Africa's leading drinks producer.

Distell International offers a cross category, award-winning portfolio of cider, wines and spirits. With a knowledgeable and passionate sales force, based throughout the UK, Distell International delivers a portfolio of unique brands rich in history and heritage, putting our customers and consumers first. As a trusted partner to the trade Distell International is delighted to support the Gastropub of the Year category at the 2019 SLTN Awards.





best outdoor area

Does your bar, restaurant or hotel deliver a quality al fresco experience? If so, Magners and SLTN want to hear from you. The SLTN Best Outdoor Area award will go to a venue with an outdoor space which has made a real impact on the business.



Judges will consider:

> DESIGN AND FUNCTION

The outdoor area should demonstrate good use of space, be clean, tidy and well-maintained, and able to comfortably accommodate al fresco drinkers and diners as well as smokers.

> INNOVATION

Smart use of the al fresco area for marketing and promotion through, for example, branded parasols or outdoor TV screens.

SUCCESS

The outdoor space should have made a real impact on the business.





Magners Irish Cider is pleased to announce its support of this year's Best Outdoor Area award. Magners was born in Clonmel in Ireland in 1935 and is now Scotland's favourite bottled apple cider. With 17 varieties of sweet, sharp and bitter apples in every pint, using fresh juice for a more natural taste, it's as refreshing today as it was when William Magner first conceived it over 80 years ago. As a truly authentic Irish cider, Magners is the perfect partner to celebrate the unique and exciting spaces that the Best Outdoor Area category has to offer.

craft beer award



Craft beer has taken the trade by storm in recent years and is one of the most dynamic and fastest-growing segments of the beer category.

The judges will look for an outlet that demonstrates excellence in craft beer, both in terms of its product range and the level of knowledge displayed by its staff.

Judges will seek:

- A strong variety of craft beer brands and styles on draught and in the fridge.
- A thorough understanding of the craft beer category, and the benefits it can bring to an outlet's beer range and sales.
- Staff that are knowledgeable about the beers they sell, and are able to make recommendations to customers.
- The ability to deliver the perfect serve for craft beers.
- ake to



Evidence that the craft beer range is tailored to the outlet's clientele.







Firkin Express is a specialist independent cask and keg beer distributor based in the Lothians, providing excellent beers from only the best breweries in Scotland and beyond. At Firkin Express our aim is to provide exceptional customer service with a personal touch.

With so many excellent breweries across the UK, our vision is to source quality beer for our customers, offering a large selection at the best prices. We permanently stock the full Marstons portfolio, Black Sheep Brewery, Spey Valley Brewery, Alechemy Brewery, Keith Brewery alongside bi-weekly guest breweries.

For more information, please visit www.firkinexpress.com or call 01506 324 728.





bartender of the year

Open to all bar staff across Scotland, the SLTN Bartender of the Year award seeks to recognise the creativity, knowledge and passion of the country's best all-round bartender. We're looking for someone with the skills, knowledge and desire to make a real difference to enhance the experience of their customers. This award will recognise a passion for presentation and creativity in the ways in which beer and other drinks can be served and celebrated in pubs.

The Bartender of the Year will:

- Display great product knowledge and be able to talk confidently about the brands and products they offer.
- Delight customers by identifying their needs and making recommendations.
- Demonstrate a passion for, and understanding of, all things beer from the ingredients to the brewing process.
- Understand different beer styles and taste profiles and be able to share these with their customers.
- Share beer knowledge with colleagues and continue to develop their own knowledge through training.
- Have a good understanding of what can affect the quality of beers, wines, ciders and spirits in the bar and how to manage these factors.
- Show dedication to the continual improvement of the standards and service offered.
- Display a commitment to deliver the perfect serve every time by understanding the fruits, glassware and associated components for each serve.

















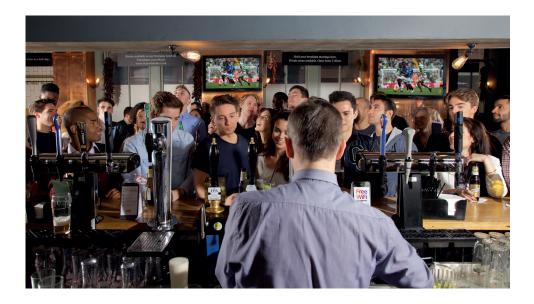
Supported by



Molson Coors has a commitment to the industry to work with our customers to enhance how beer is positioned and enjoyed, responsibly, in outlet. By working on quality at point of purchase, footfall driving activities and innovation, Molson Coors constantly strives to champion consumer experience, hence why it is this year's supporter of the Bartender of the Year award.

best venue to watch the match

SLTN has joined forces with Sky to look for the best venue to watch the match in. The judges are looking to find those on-trade outlets where live sports events are used as a way of maximising business.



Judges will assess:

- **>** How live televised sports are used to drive footfall and build an outlet's reputation as a sports viewing destination.
- The promotion of live sport through marketing activity, including social media platforms.
- **>** Evidence of commercial success gained through promoting live sport.
- **>** Food and drink tailored to live sport.
- > The overall sports viewing experience, including screen and audio quality.

Sky is the leading provider of entertainment and communication services which is built on over 25 years of market transformation and innovation.

Sky Business is the business-to-business division of Sky, providing a wide variety of commercial premises across the UK and ROI with unrivalled entertainment from unmissable live sport and breaking news, to the best drama and comedy, documentaries and films.

In addition to its entertainment portfolio, Sky Business provides communication services to its customers including Sky WiFi and Sky Ethernet. Sky Sports is the home of football, including the Scottish Premier League, Premier League, Sky Bet EFL and UEFA Nations League. In addition to football, Sky Sports shows golf's Majors, Formula 1, cricket, darts, NFL, NBA and much more.



Supported by





independent multiple operator of the year

The Independent Multiple Operator of the Year will be a business that consists of four or more bars, restaurants, hotels or nightclubs. Skill and ability in identifying a market opportunity, seeing it through to operational reality and handling all the complexities of multiple site management will be the key characteristics of this award winner.

The Independent Multiple Operator of the Year award, presented in association with Smirnoff, recognises and celebrates the spirit of entrepreneurship that defines Scotland's licensed trade.

Judges will look for:

> BUSINESS DEVELOPMENT AND VISION

The award winner will demonstrate a clear understanding of the marketplace, consumer insights, competitor activity and food and drink trends and have a clear vision for their multi-site operation.

> BUSINESS SUCCESS

Judges will look for evidence of a successful, thriving and sustainable business.

> MARKETING STRATEGY

The judges will look for evidence of creative marketing plans driven from market insight as well as evidence of how marketing campaigns drive commercial success.

> STAFF

Our winner will have well-trained, highly engaged staff who understand the business and the consumers it attracts.

> COMMUNITY ENGAGEMENT

Our winner will be active in the community and will demonstrate how they work with local groups and organisations.



Supported by

Smirnoff

Smirnoff is the number one spirit in Scotland, accounting for 23% of all spirit sales in the on-trade – one in every five spirits drinks is a Smirnoff. Smirnoff is ten times filtered to offer extraordinary purity. As a priority market for the Smirnoff Company, it offers an unrivalled level of on-trade support in Scotland including: POS, training on the perfect serve, and development of drinks menus, all of which help to drive footfall and ROS for outlets.

Smirnoff is committed to responsible drinking and actively works with third parties both nationally, such as the DrinkAware Trust and the Portman Group, and in local initiatives to equip consumers with the information they need to make sensible choices about alcohol.

The SMIRNOFF word and associated logos are trade marks. © The Smirnoff Co. 2019 *Scotland MAT volume share data vs total spirits to 28th Jan 2018 CGA Nielsen

industry achievement award

The SLTN Industry Achievement Award 2019, presented in association with Edrington-Beam Suntory UK, will recognise an individual member of the trade who has made a very special contribution.

The most important influences on Scotland's licensed trade are the people who play their part in it – as owners and entrepreneurs, managers and educators, activists and innovators. Each year we recognise a very special member of the trade.

















The judges will look for someone who has made a very special contribution to the Scottish trade

That may be a lifetime spent at the forefront of the industry or in the drinks retailing service of a single community.

It may recognise a major contribution to the training of young entrants to the industry; to the development of trade bodies; to the promotion and presentation of a local area or of Scotland in general; to the development of an important trade sector, like entertainment, cuisine or visitor attractions; to the significant improvement of standards in the industry; to the enhancement of the image of the trade.

You may propose anyone in the industry who has, in your opinion, made a significant difference – over a full career or over a shorter time.

If you know of someone who has made a major contribution to the development of the industry in Scotland, please play your part in ensuring they receive the recognition they deserve.

Supported by

Edrington-Beam Suntory UK is the sales, marketing and distribution joint venture of Edrington and Beam Suntory, two of the world's most prestigious spirits producers.

Combining the heritage of both businesses and the long histories of the brands under our stewardship, we are headquartered in Glasgow with an office in London and presence in key cities across the UK.

We continue to work with our customers to drive consumer demand for our premium portfolio and we're delighted to acknowledge others whose inspirational blend of innovation and passion have made a special contribution to the Scottish licensed trade.





gin bar of the year



Gin has been one of the biggest success stories in recent years – and the category shows no signs of slowing down. There are more gins – including Scottish gins – on the market, more bars stocking a broader range, and more consumers drinking the spirit than ever before.

The SLTN Gin Bar of the Year will demonstrate the following:

- **>** A broad range of gins covering different styles and countries of origin that meets different budgets and tastes.
- **>** A strong range of tonics and mixers and an innovative range of serves.
- The use of glassware and garnishes to enhance the taste and presentation of its ginbased drinks.
- > Well-trained knowledgeable staff with a passion for gin.
- > The successful promotion of gin in marketing material and activities like gin tastings and sampling 'flights'.
- > The use of gin in the development of the bar's reputation.

Supported by



With a history dating back to 1783, **Schweppes** is a much-loved brand that's instantly recognisable to consumers and is a strong choice for operators looking to maximise on the growing popularity of premium mixers. It is more than 225 years since Swiss watchmaker and 'creator of bubbles' Jacob Schweppes arrived in London with his Schweppes drink, having pioneered carbonated drinks when he invented an industrial process to capture bubbles in liquid.

Schweppes launched its 1783 range in November 2017 as part of its biggest investment in over 200 years. Expertly crafted by mixologists, Schweppes 1783 combines the brand's renowned, high-quality effervescence with unmatched natural flavours to complement and elevate premium spirits. The latest addition to the range is a Muscovado variant that was designed to enhance the taste of premium dark spirits like whisky and rum.

mixologist of the year

Sponsored by Absolut vodka and Barnomadics, the SLTN Mixologist of the Year award will recognise the bartender who displays the best overall knowledge of the premium spirits category and demonstrates innovation and creativity when making cocktails.

Judges will look for:

- An extensive knowledge of spirits categories, the premium brands within them and current drinks trends.
- The correct use of glassware, premium mixers, fresh fruit, garnishes and ice.



- Knowledge of the cocktails sector, its heritage, development and place in today's bars.
- Good mixology skills, an innovative approach to developing new cocktails and signature drinks, and a willingness to work with new products.
- Evidence of pushing the boundaries in mixology.
- Confidence and style when making and presenting cocktails.

Supported by

What started out as a simple idea in 1879 has turned into one of the most recognised brands and iconic products in the world. The idea to craft an extraclear, premium vodka grew to become what we now know as Absolut vodka; to this date we strive to celebrate creative expressions in art, design music and cocktails.

Barnomadics is a creative events agency which works with some of the biggest brands in the drinks industry. Producing inspiring bars and expertly crafted drinks, alongside expert knowledge and professional event staff, has placed Barnomadics as the essential partner when activating at events all over the country.







entrepreneur of the year

SLTN and Chivas Regal have joined forces to search for the licensed trade's most inspiring and successful entrepreneur.

Judges will consider:

> CONSUMER INSIGHT

The Entrepreneur of the Year will have identified a genuine gap in the market and turned it into commercial reality. That project will have offered a new experience for consumers in its area and be communicated to them through imaginative marketing methods.



> RISK-TAKING

The winner's approach

to risk will represent a balance between intelligent and grounded commercial insight and a willingness to take bold steps to realise goals. Judges will also look for evidence of the ability to remain focused and resilient in the face of difficulties.

> DECISION-MAKING

Our successful entrepreneur will demonstrate sound decision-making qualities, even under intense pressure. A clear leader, he or she will be a good communicator who is able to inspire others and delegate effectively.

DEVELOPMENT

The Entrepreneur of the Year will have excellent project management skills, with the flexibility to reshape a project if and when circumstances dictate. He or she will also be able to react decisively and creatively to unforeseen challenges as a project develops.

Supported by



Launched in 1909, **Chivas Regal** is the world's first luxury whisky and is considered to be a timeless classic, renowned for style, substance and exclusivity.

A truly global brand, Chivas Regal today sells in more than 150 countries across the globe. Brotherhood, generosity, entrepreneurship and integrity are at the heart of Chivas Regal.

whisky bar of the year

SLTN is delighted to embark on the search for Scotland's Whisky Bar of the

Scotch whisky is enjoying unprecedented success around the world but the Scottish on-trade remains a vital route to market for the country's national drink.

The Whisky Bar of the Year will demonstrate:

- A balanced range of malts, blends and other Scotch and international whiskies that meets a broad spectrum of budgets and tastes.
- A strong commitment to staff training, with particular emphasis on developing whisky knowledge.
- The successful promotion of malt in marketing campaigns and activities like whisky and food matching dinners, educational tastings and promotional 'flights'.



Year, in partnership with Glenfiddich.

- The use of whisky in the development of the bar's reputation, interior design (including space devoted to whisky in outlet) and overall food and drink offer.
- Successful and innovative promotion of whisky to encourage ideas outside the traditional.

Experimenting has always been at the heart of **Glenfiddich**. It is by keeping an open mind that we continue to challenge the rules of single malt - a philosophy which led to collaborating with likeminded individuals to develop the Glenfiddich Experimental Series. Fire & Cane is inspired by the early innovation of Glenfiddich Malt Master Brian Kinsman, who in 2003, first ran peated spirit through the Glenfiddich stills. As the fourth expression of the Experimental Series, Fire & Cane fuses the brand's smoky whisky with malts that had been maturing side-by-side in bourbon casks, showcasing Glenfiddich's sweet and fruity signature style. Taking it a step further, all of the whiskies were finished in Latin rum casks to produce a surprising overlay of caramel toffee sweetness.

www.glenfiddich.com







rum bar of the year

The SLTN Rum Bar of the Year will recognise a venue with rum at its very heart – from the range stocked and serves offered to the passion of the staff who work there.



Judges will look for:

- **>** A balanced and varied range of rums covering different styles, budgets and tastes.
- **>** A broad selection of mixers and an innovative range of serves and cocktails.
- The use of glassware and garnishes to enhance the taste and presentation of its rumbased drinks.
- **>** Well-trained knowledgeable staff with a passion for rum and the ethos of the category.
- The successful promotion of rum in marketing material and activities like rum tastings and sampling 'flights'.

Supported by

BACARDI BROWN-FORMAN BRANDS



For more than 150 years, the **BACARDI** family has been making the world's most awarded rum, which has inspired bartenders to create some of the world's most iconic rum drinks.

A key ingredient in some of the best known cocktails such as the Mojito or the Daiquiri, the varied BACARDI range of products offers different taste expressions for different

Still a family-owned business, BACARDI is proud to offer a range of carefully crafted products that allow you to create a wide selection of drinks and cocktails suitable for any occasion.

styles of drink; from a light mixing rum, or traditional golden rum to a bold black rum.

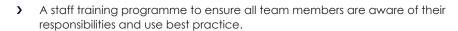
sustainability award

SLTN awards

The SLTN Sustainability Award will go to a venue with sustainability at its heart, where the team takes great strides to reduce the business's impact on the environment.

Judges will look for:

- A clear strategy to reduce the impact the business has on the environment, which spans all aspects of the operation – from energy usage to drinks.
- A commitment to sourcing produce sustainably and ethically.
- An environmentally-friendly waste strategy.
- A commitment to promoting environmental awareness through marketing and involvement in the local community.





Supported by

Sky is the leading provider of entertainment and communication services which is built on over 25 years of market transformation and innovation.

Sky strives to be a responsible business and believes it can affect real change.

Sky Ocean Rescue was launched in January 2017 with the aim of shining a spotlight on the issues affecting ocean health, to find innovative solutions to the problem of ocean plastics, and inspire people to make small everyday changes that collectively make a huge difference.





cocktail bar of the year

Cocktails provide an excellent opportunity to build on the benefits of premium drinks brands. They help an outlet increase both profitability and consumer appeal. In the Cocktail Bar of the Year category, SLTN and Grey Goose are looking for Scottish bars which make the most effective use of cocktails.



Judges will look for:

- A good understanding of the venue's market and the role cocktails can play in that market.
- Product knowledge an understanding of brands, mixers, the development of different cocktails and cocktail styles and the ability to mix classic cocktails well and to innovate and experiment.
- Commitment to bartender training and development.
- > Excellence in customer service combined with confidence and style in mixing and presenting cocktails.
- An atmosphere conducive to theatre and style in mixing and presenting cocktails.
- Good commercial use of cocktails, creative marketing and plans for further development of the cocktail offer.
- Xnowledge of ongoing developments in the cocktail scene.





From field to bottle, our Cellar Master oversees a fully traceable process with no shortcuts and no compromises.

We start with single-origin soft wheat from Picardie, 'the bread-basket of France.' It's distilled only once, ensuring its extraordinary character shines through – all we add is spring water from our own well in Gensac-la-Pallue. The result is a naturally rich and full-bodied mouthfeel.

Grey Goose – a vodka you can taste.





The SLTN Restaurant of the Year award will go to the venue that demonstrates the highest quality of food and service together with an excellent range of perfectly-served drinks.

TWO AWARDS

FINE DINING

3 course dinner (without drinks) from the a la carte menu would cost £40 or more.

CASUAL DINING

3 course dinner (without drinks) would cost less than £40.

THE RESTAURANT OF THE YEAR CATEGORY IS SPLIT INTO TWO DIVISIONS.

- In the fine dining division we're looking for restaurants where typically a three course dinner (without drinks) from the a la carte menu would cost £40 or more.
- In the casual dining division we're looking at those where a three course dinner (without drinks) would cost less than £40.

In each division the judges will look for:

) OHALITY

Absolute commitment to the preparation of high quality food.

> SERVICE

Consistently high standards of service, reflecting investment in staff training.

> DRINKS

A comprehensive and relevant drinks range with attention to detail in how they are served to befit a premium occasion.

ATMOSPHERE

Flair, character, ambience – call it what you will – a good restaurant has it.

Supported by

Bibendum is one of the UK's most successful drinks businesses. As a premium wine and spirits partner, we are a Nationwide specialist for the on-trade. In addition to wine, we also sell an extensive range of premium spirits, craft beers and ciders, and a growing range of sakes.

Bibendum is proud to sponsor the Restaurant of the Year category at this year's Scottish Licensed Trade News Awards and we look forward to participating in this fantastic event.

www.bibendum-wine.co.uk





family outlet of the year

Catering for families is a significant opportunity. And, as families are more likely to visit higher quality outlets, quality food, leading drinks brands and child-friendly facilities are fundamental to a successful family outlet.

SLTN is looking for outlets that deliver a fantastic experience the whole family can enjoy. The winning venue will have a clear



commitment to catering for the whole family – from children to grandparents – and offer a full range of products to suit this broad customer base.

Judges will look for:

- Evidence of how families are considered in every aspect of the business, from menu creation and drinks ranges to marketing and communication.
- A venue with food specifically designed for children and facilities especially for young people. It may also offer additional services such as hosting children's parties.
- An outlet which considers the whole family that could include teenagers, parents and grandparents as well as young children.
- > Effective, imaginative use of space and a well thought out food and drinks offer.
- > Excellent customer service in the venue including how staff are trained with families in mind.

Supported by





Vimto Out of Home is a leading supplier of post-mix, packaged and frozen soft drinks solutions.

It's the only company in Scotland licensed to supply Coca-Cola products on draught, with a post-mix range that includes V-Range products and Irn-Bru.

Vimto Out of Home also has a wide portfolio of frozen drinks to suit every occasion, including: Starslush, ICEE, Slurp, and Froozie.

Not only that, the business supplies free on loan equipment and industry-leading service to venues across Scotland.

new business of the year

New businesses and business ideas are the bedrock of Scotland's vibrant licensed trade. And the trade has seen no shortage of innovative new venue concepts in recent times, with many operators going the extra mile to ensure their outlet stands out from the crowd.

For the New Business of the Year award, SLTN and London Essence are looking for an outlet that has launched in Scotland in the last 12 months – including new venues launched from scratch as well as existing premises relaunched in an entirely new style.

Judges will look for:

- > A strong business concept, including the outlet's food and drink offer and design, and clear identification of a market opportunity.
- > Thorough market research and sound business and financial planning.
- Good project management throughout the development of the plan from concept to completion and the resolution of any difficulties encountered during the development.
- An innovative and impactful marketing strategy ahead of the launch/relaunch.
- Evidence of commercial success since the outlet opened or reopened.
- A sound plan to grow the new business in the future.



Supported by

The London Essence Company uses distilled essences of fine fruit and botanicals to create a collection of light and elegant tonics, sodas and gingers. Each bottle has naturally sourced sweetness and no more than 20 calories per 100ml, delivering a sophisticated flavour profile that accentuates the world's finest spirits.



FINE MIXERS FROM DISTILLED ESSENCES



craft spirits enthusiast

The Craft Spirits Enthusiast award is open to all individuals with a passion for craft spirits in Scotland.

It will recognise an individual who demonstrates in-depth knowledge of this burgeoning category and shows innovation and creativity when creating drinks using small-batch spirits.

Judges will look for:

- An extensive knowledge of craft spirit categories, the brands within them and the trends within this sector.
- The correct use of glassware, premium mixers, fresh fruit, garnishes and ice when serving craft spirits.
- An innovative approach to developing craft spirit-based cocktails, signature drinks and a willingness to work with new products.
- Evidence of how you have passed your enthusiasm on in your place of work – have you developed a new drinks list or delivered staff training for colleagues?



Evidence of an interest in the category – have you entered cocktail competitions, visited distilleries and extended your reading on the topic?

Supported by

EDEN.MILL ST ANDREWS In 2012, **Eden Mill** resurrected the fine brewing and spirits tradition in St Andrews with its own take on Scottish craft. It was Scotland's first single-site brewery and distillery creating beer, whisky and gin – ideally located to access the highest quality local water sources, regionally grown barley and a dynamic, international team with some of the best education and experience the world can offer. It is at the forefront of experimental wood ageing and distillation methods to create the outstanding flavours found in its products.

Eden Mill also runs two Blendworks Gin Schools, located in Glasgow and St. Andrews. This unique gin blending experience offers visitors the chance to create their own bespoke spirit in a classroom dedicated to flavour.

www edenmill com

late night venue of the year

Atmosphere is key to a late night venue. The SLTN Late Night Venue of the Year award will go to a late opening premises that successfully combines a late night ambience with top quality drinks and excellent customer service. The SLTN Late Night Venue of the Year will demonstrate business innovation, drinks retail and customer service excellence and an impactful marketina

The judges will consider:

AMBIENCE AND ATMOSPHERE

A stylish design which conveys a late night vibe.

DRINKS AND SERVICE

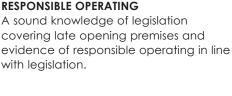
A range of quality drinks appropriate to the late night venue's clientele served by knowledgeable staff.

MARKETING AND PROMOTION

Evidence of successful activity undertaken to communicate with the late night venue's clientele.

RESPONSIBLE OPERATING

covering late opening premises and evidence of responsible operating in line with legislation.





Born in the Caribbean in the mid-17th century, Tia Maria is a favourite for coffee cocktail lovers the world over. A sweet liqueur with a strong coffee character and a complex aromatic structure, Tia Maria consists of three significant elements: Tia Maria coffee providing a distinctive roasted, full-bodied rich taste, Madagascar vanilla providing a pronounced but delicate fragrance, and Jamaican rum - the ingredient that gives it its body, depth and structure.

The Tia Maria Coffee Project blurs the lines between barista and bartender - bringing the conversation back to coffee, providing barista and bartending training to develop a new standard of coffee cocktails such as the legendary Tia Espresso Martini.

www.tiamaria.com





licensee of the year

Licensee of the Year is a category open to owner/operators who hold a personal licence in the Scottish on-trade. We are looking for someone who can look back on the last 12 months with a sense of pride and the satisfaction of a job well done.

Are you (or do you know) a licensee who has worked hard, with the best interests of the Scottish hospitality sector at heart, improving standards and service and running a first class outlet?

Awards criteria will include:

> EVIDENCE OF SUCCESS

The winning owner/operator will be able to demonstrate business success in the past year.

> KNOWLEDGE

The Licensee of the Year will have in-depth knowledge of the marketplace and of their business's position within the market.

> STAF

Training will be paramount to our winner and they will lead by example and show commitment to training their staff.

> PROFESSIONALISM AND COMMITMENT

More than anything else the judges will be impressed by licensees who apply professionalism to everything they do.



Supported by



Independent fruit cider company **Kopparberg** specialises in the brewing of traditional, premium fruit cider. Originally introduced to the UK in 2003, the popularity of Kopparberg has continued to grow, becoming the nation's bestselling fruit cider brand.

Now available in 16 variants and 30 countries worldwide, every drop of Kopparberg is born in Sweden and made from the fermentation of apples or pears and the finest mineral water.

live music pub of the year

Live music is the heartbeat of many of Scotland's pubs and bars and can bring real benefits to business – from greater footfall to added ambience and increased sales. The SLTN Live Music Pub of the Year award will go to an outlet which embraces live music and makes the most of all the opportunities a live music offer brings.

The SLTN Live Music Pub of the Year will:

- Demonstrate how it has embraced live music and made it a key part of the business strategy.
- Be able to show how live music has been incorporated into the design and/or layout of the premises.
- Show how effective marketing has been used to promote the live music offer in order to reach customers and drive footfall.
- Demonstrate how live music has impacted positively on the business.
- Have a drinks offer tailored to the venue's clientele.
- Comply with the relevant licensing regime and regulations.





Jägermeister is the UK's number one speciality spirit. Crafted from 56 different botanicals, it is perfect as an ice cold shot, or mixed up in a mule.

From the JägerHaus, at festivals, to Soho Radio, Jägermeister fiercely champions innovative music.





independent pub/bar of the year

Independent pubs and bars account for a significant proportion of Scotland's on-trade, and in sponsoring the SLTN Independent Pub/Bar of the Year award, Asahi UK celebrates the vital role which the free trade holds in Scotlish society.

Judges will look for an outlet which relishes its independence – a pub or bar which is responsive to its customers' needs, and is both popular and commercially successful.

Judges will consider:

- Marketing initiatives.
- > Product range.
- > Recruitment, training and motivation of staff.
- > Investment and reinvestment in the business.
- > Customer service standards and initiatives.
- > Sustainability against new competition.
- > Financial performance.

For the purposes of this award independent pubs and bars are classified as licensed premises which hold a premises licence, and belong to a free trader who owns and operates no more than three outlets.



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At **Asahi UK**, we have our eye firmly on the future of the beer industry and the global trends that will be affecting your business now and tomorrow. It's this, combined with our unmatched expertise in the category, which makes us proud to be the UK's leading super premium beer business.

www.asahibeer.co.uk

WITH

Matthew Clark

Be sure to finish your evening at the SLTN Awards in style!

Date: **Thursday November 7**Location: **Hilton Glasgow**Time: **11:30pm – 2:00am**

Top your glass with some fizz, and sparkle on the dance floor with the best of the Scottish on-trade!

the experience matters













Gillian McKenzie Editor 0141 567 6071

Amy Knox Advertisement Manager 0141 567 6033

Susan Meikle Events Organiser 0141 567 6041