

DIAGEO WORLD CLASS 2025 JAPAN

Competition Overview

Content and schedule are subject to change.

- Official Name:** Diageo World Class 2025 Japan Competition
- Organizer:** DIAGEO Japan K.K.
- Sponsors:** Cocktail Culture Foundation, Nippon Bartenders' Association (N.B.A.), Hotel Barmen's Association (HBA), Professional Bartender's Association (PBO)
- Partners:** MHD Moët Hennessy Diageo K.K., Kirin Brewery Company, Limited
- Eligibility:** Applicants must be employed as a bartender or similar role at an establishment that serves alcoholic or other types of beverages, must be at least 20 years of age as of January 1, 2025, and reside in Japan. Diageo Group employees and related parties are not eligible to enter. Applicants must be able to participate in the first and second rounds, the Japan Finals, and the Global Finals. English (speaking, reading, and writing) is not a requirement. For the Global Finals, a dedicated translator and translated materials will be provided.
- Awards:** Japan Final: 1 winner will be eligible to participate in the Diageo World Class 2025 Global Final (scheduled to be held in the fall)
Japan Final Challenge Winner
Please note that the Japan Champion will serve as Diageo World Class 2026 ambassador for the following year and will be active in various events to promote World Class and relevant brands. Therefore, they will not be able to compete in Diageo World Class 2026.
- Entry Fee:** There is no entry fee.
- Transportation & accommodation costs:**
1. The second round of judging is scheduled to be held in Tokyo, in early May 2025. Competitors will be responsible for their own travel and accommodation costs. The organizer will, however, cover some of the travel expenses for participants residing outside of the greater Tokyo area, including the surrounding prefectures. Details will be provided directly to those who pass the first round of judging.
 2. Competitors will be responsible for their own travel and accommodation to the Japan Final venue, scheduled to be held in early July 2025. The organizer, however, will cover travel and accommodation expenses for finalists residing outside of the greater Tokyo area, including surrounding prefectures.
 3. The organizers will cover travel and accommodation expenses for the Diageo World Class 2025 Global Finals (scheduled to be held in the fall).

Privacy Policy

Personal information will be managed strictly by Diageo Japan Co., Ltd. and will be used only for planning, managing, confirming and contacting applicants regarding this competition, age verification, notifying applicants of the results, and informing them about future business activities and services. The information may be used in planning promotions as it does not identify individuals. Applicants' personal information will not be disclosed or provided to third parties other than contractors involved in this competition without the individual's consent (except when disclosure is required by law, etc.). The names and employers of applicants who pass the first round of judging will be announced on the World Class Japan official website and Facebook. Applicants' contact information will be used to contact them for the second round of judging.



World Class Japan Official Site
www.wcjapan.jp

Facebook
www.facebook.com/WorldClassJapan/



World Class Contact

worldclassjp@diageo.com

Luxury Cocktail Experience

Challenge

Give the judges a luxury experience through your cocktail. What is the element that allows you to experience a luxurious moment? Is it the cocktail itself? Is it the ingredients? Is it the story, or the presentation? For this challenge, consider in detail how you want the judges to experience luxury.

Brands

Tanqueray No. TEN, Don Julio 1942, The Singleton Dufftown 12 Year Old, Johnnie Walker Blue Label. For brand information, please visit the official website.

<https://www.wcjapan.jp/brands/>

Cocktail Entry Guidelines

- You must use at least 30 ml of one of the eligible brands as the base spirit. The total amount of spirit, including the base spirit, must be no more than 90 ml, excluding liqueurs and brewed alcoholic beverages.
- You can use no more than five ingredients, including garnishes. A homemade ingredient is counted as a single ingredient.
- A garnish is a peel, zest, twist, aroma spray, etc. that adds flavor or aroma. Inedible ingredients are not permitted. However, garnish pins, skewers, straws, etc. are permitted.
- Anything that affects the taste or aroma, regardless of whether it touches the glass or the liquid, is considered a garnish, so please list it as an ingredient. Decorations are not ingredients, but they cannot add flavor or aroma, and need not be listed in the recipe, though you are free to explain it in the cocktail concept section.
- There are no restrictions on the shape of the glass or the tools used.
- As a matter of bar practicality, you must be able to make the cocktail in less than 4 minutes.
- Cocktail names that are socially inappropriate (racial, sexual, drug-related, refer to intoxication, or names that evoke drunk driving) are prohibited.
- Entries must not have been previously submitted to World Class or any other bartender or cocktail competition.

How to Apply

- Only online applications will be accepted. Please apply via computer or smartphone.
- The application period is from Monday, January 6 to Monday, March 3, 2025.
- Cocktail images should be around 10 MB. Please take photos in a way that does not identify you or your establishment.
- Each person may only submit one entry.
- The cocktail concept should make customers interested in the cocktail and want to drink it. Please describe the appealing points of your cocktail, its originality, how it makes use of spirits, etc. in 750 characters, including punctuation and spaces (not words) or less.
- All rights to the recipe, name, photos, etc. of the submitted work belong to Diageo Japan Co., Ltd. and may be used for promotional purposes. Please note, DIAGEO Japan K.K. may change the name of the work if it is used for promotional purposes.
- There are point deductions for incomplete or incorrectly filled out entries.

Announcement of the Results

The top 50 will be selected, and the results will be announced on the World Class Japan official website and Facebook page on Friday, March 14, 2025 (tentative). Details of the second round will be sent directly to those who passed the first round. Please note that we cannot respond to specific inquiries regarding the results of the round.

Judging

Cocktails will be judged based on four criteria. The points awarded by each judge are shown on the right. The judging will be done by multiple judges. To ensure fairness, all personal information will be removed from the entry for judging.

▪ Taste & Balance:	30 points
▪ Cocktail Concept:	30 points
▪ Originality & Creativity:	30 points
▪ Luxury:	10 points

Total: 100 points

How to Enter First Round

1次審査 応募受付期間 (Web限定)
受付期間:2025年1月6日(月)~2025年3月3日(月)

下のボタンから応募フォームにアクセスし、必要事項をすべて入力の上ご応募ください。複数ご応募いただいた場合は、失格となりますのでご注意ください。ログイン・または作成が必要になります。

1次審査ルールPDF 1st round rule PDF (English)

1次審査応募フォーム

※3月3日(月)23:59締切

Access www.wcjapan.jp. Check the entry rules for the first round. Open the first round entry form.



If you see the screen on the left, log in to your Google account.

If you don't have a Google account, create one here.

WORLD CLASS COMPETITION

Diageo World Class 2025 Japan First Round Entry Form / 1次審査応募フォーム

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ディアジオ ワールドクラス 2025 日本大会 概要とルール (PDF)
https://www.wcjapan.jp/pdf/wcc2025_rule_and_guide.pdf

1次応募はWebのみでの受付となります。パソコン、スマートフォンから応募できます。フォームの最後にカクテル画像をアップロードいただきますので、作品の撮影が完了してからの入力をお願いします。またカクテル画像はご本人やお店が特定できない写真として

Fill in the required information and upload an image of your cocktail.



Click [Submit] at the bottom of the form.

WORLD CLASS COMPETITION

Diageo World Class 2025 Japan First Round Entry Form / 1次審査応募フォーム

入力おつかえしました。1次審査への応募が完了しました。内容の修正はGoogleフォームより送られる自動送信メールから行えます。

[回答を編集](#)

このコンテンツは Google が作成または承認したものではありません。 - 利用規約 - プライバシーポリシー

Close your browser or app only after you see the message that your form has been submitted.

「Diageo World Class 2025 Japan First Round Entry Form / 1次審査応募フォーム」にご記入いただきありがとうございます

フォームの回答

[回答を編集](#)

Diageo World Class 2025 Japan First Round Entry Form / 1次審査応募フォーム

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ディアジオ ワールドクラス 2025 日本大会 概要とルール (PDF)
https://www.wcjapan.jp/pdf/wcc2025_rule_and_guide.pdf

1次応募はWebのみでの受付となります。パソコン、スマートフォンから応募できます。フォー

An automated email will be sent to the email address you provided in the entry form.

➔ Entry complete