

€1,000
CASH PRIZE

Spirits NL & Sharp Marketing present

THE NETHERLANDS
1 UNIT
BARTENDER
OF THE YEAR
COMPETITION 2025



National roadshow: Spring 2025
Consumer menus: Summer 2025
Grand finals @ Perfect Serve: September 2025



Following the success of The Hague ‘1 Unit’ Bartender of the Year competition in October 2024, we’re taking the competition on the road in 2025!

Throughout Spring 2025, the 1 Unit roadshow will be hosting bartender networking events in cities across the Netherlands to share the 1 Unit message and competition boxes featuring sponsored spirits, no-lows, softs and mixers.

The competition is open to all professional cocktail bartenders working in a venue in the Netherlands (more than one bartender can enter per venue). Using the products in the competition box*, the competition criteria is:

- the successful use of 1 unit of alcohol in creating a balanced drink (30ml or less of 40% abv spirits per drink). A helpful online calculator is available at oneunit.nl
- the inclusion of sustainable bar practices
- theming your drink on your town, city or region including incorporating local produce
- entrants submit a photo of their drink with recipe and a short statement of inspiration via email and Instagram #1unit

Venues are also encouraged to run a 1 Unit menu featuring sponsored products for a month during the summer to gain valuable feedback from guests.

Our panel of industry judges will select a final five to go through to the grand final to be hosted on stage at the Perfect Serve Bar Show in Amsterdam in September 2025.

The winner takes home a €1,000 cash prize.

Questions? Queries? Want to apply for a competition box? Shout out to...

Nick Mosley, 06 3653 0339, nick@sharpmediagroup.co.uk
Tom Brown, 06 4353 9282, tom@sharpmediagroup.co.uk

Why 1 Unit?

- 1 Unit was launched by Spirits NL in 2019 to raise awareness within horeca of more mindful spirit consumption.
- With more consumers actively looking for lower alcohol (and no alcohol) options, venues offering 1 Unit cocktails and mixed drinks can still offer a premium drinks experience but with less alcohol.
- Through balancing spirits to a maximum of 30ml of 40% abv, bartenders can make cocktails at the right price without compromising on flavour or presentation.
- As an industry, we want to take the lead and champion responsible drinking. 1 Unit cocktails and mixed drinks offer consumers a conscious choice to enjoy spirits over other alcohol-based drinks.

Run a 1 Unit menu this summer...

- Gain valuable feedback from your guests and test the viability of offering 1 Unit cocktails and mixed drinks at your venues.
- Hone your teams 1 Unit cocktail competition entries with your guests.
- We can provide menu templates or create a bespoke design for your venue.



*Only the products in the competition box can be named in social media and wider marketing materials



www.oneunit.nl