



DRIPPING
SPRINGS



TEXAS VODKA

4TH ANNUAL MERTINI SHAKEDOWN COMPETITION SEPT 18TH, 2021

Event Chair: Scot Courtney

You are invited to participate in the 5th Annual Mermaid Society's "MERTini Shakedown" on Saturday, September 18th, 2021. The MERTini Shakedown is a signature event during the Mermaid Capital of Texas Fest (formally titled Mermaid SPLASH), in which local mixologists participate in a friendly competition to create the BEST SMTX MERTini cocktail.

Up to sixteen cocktail masters will represent some of San Marcos' most popular restaurants and bars and compete for bragging rights, and the MERTini 2021 Trophy to include a **\$250.00** cash prize. Two teams of judges will travel from site to site and sip on tasty concoctions to determine who will be their team's pick.

Participation for the MERTini Shakedown is limited and will be based on a first-come basis registration.

What is the Mermaid Capital of Texas Fest?

* Formally titled Mermaid SPLASH

Our SPLASH event is an annual city-wide, multi-event festival, celebrating our city's arts, culture, and our most precious resource, the San Marcos River. A two-week celebration of all things San Marcos!

SPLASH stands for Stewardship, Preservation, Local, Arts, Sustainability, Heritage. Mermaid SPLASH begins September 11th – 25th

THE RULES

YOUR MERTINI COCKTAIL

All MERTini cocktails are encouraged to use Dripping Springs gin or vodka as the main ingredient. Other suggestions are:

- Martine Honeysuckle Liqueur
- Paula's Texas Orange Liqueur
- Paula's Texas Lemon Liqueur
- Paula's Texas Grapefruit Liqueur

- Mixologist must demonstrate making of the cocktail at time of judging.
- Each judge should receive at minimum a 5 oz cocktail. (max - 1 oz liquor)
- All cocktail ingredients must be presented during judging.
- Each location is encouraged to promote food/drink specials.
- Each location must be willing to contribute to social media promotion for the MERTini Shakedown.
- Each location must adhere to promoting the SMTX Mermaid as branded by Mermaid Society SMTX; A fresh-water mermaid, guardian of our river, local flora and fauna inspired – family friendly character.
- Any use of Mermaid Society logo on promotional materials must be per-approved prior to printing. Use of Mermaid Society SMTX logo on items for sale must receive approval in writing from leadership of Mermaid Society SMTX.

MERTini Judges - Will be made up of (2) teams of 8-10 members.

The following criteria will be used determine the MERTini semi-finalists

- Taste - (40 points)
- Mermaid Factor (10 points)
- Presentation - (20 points)
- Creativity- (15 points)
- Fan Flair – (10 points)
- Décor – (5 points)



Judges will score each category and tally the points. The highest points received will be determined as the team's semifinalist. The (2) semifinalists will be announced on Mermaid Society's Facebook on Sunday, September 19th.

Semifinalists will compete at a local event site (TBD) to decide who will be the 2021 MERTini Shakedown Champion! Guests at this event will be provided one "vote" card at registration to be used to vote for their favorite MERTini mixologists. Vote cards will be tallied to determine who the winner will be.

***Vote cards will be closely monitored**



First Place

First place receives \$250.00 cash prize, MerTini 2021 trophy, and MERTini Champion bragging rights!

Second Place – \$150.00

Registration: ** Deadline to register is Friday, August 13th 5:00 p.m.

Event Orientation: MANDATORY Mtg. –August 23rd at 4:00 - Location TBD.

Online registration is located on our website, www.mermaidsocietysmtx.com, under our Mermaid Capital of Texas Fest tab. The registration fee is \$100 and can be paid online. Payment completes your registration.

For questions, please contact: 512-825-2819

Website: www.mermaidsocietysmtx.com

Facebook: /mermaidsocietysmtx

Instagram:@mermaidsocietysmtx

