



**swa**<sup>®</sup>  
ARTISANAL  
SYRUPS



## Submission Guidelines:

Inviting baristas and bartenders from South India (Bangalore, Chennai, Hyderabad) to participate in the Craft with Nature - Coffee X Cocktail Crossover!

In order to participate in the event you need to showcase your expertise and creativity by creating a coffee drink, mocktail or cocktail using Swa Artisanal Syrups.

### What do the Participants get out of this ?

1. One winning team, a duo of Barista and Bartender get a Cash prize of Rs.50,000/- .
2. Winners get to create Swa's next biggest natural artisanal syrup flavour which has the winners' names and signature on it, celebrating their achievement and creativity which Swa will promote.
3. Masterclass by Avinash Kapoli and Suhas Dwarkanath-The Baristas get a taste of how it works in the bartending world and bartenders get an understanding of the coffee world, so it's a cross-skilling event for them that they can use to expand their roles in their respective workplaces.

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#### 1. Concept Development

- Create a signature coffee, cocktail or mocktail drink that is innovative and showcases your unique style.
- Your creation should emphasize balance, creativity, and bold flavours while highlighting Swa Artisanal Syrups as a key ingredient.
- The drink should reflect modern beverage trends and be Bar/Cafe friendly for efficient service.

#### 2. Ingredient Selection

- Use Swa Artisanal Syrups as a key ingredient.
- Your drink must include at least one Natural Ingredient to enhance its uniqueness.
- Alcoholic and non-alcoholic entries are welcome!

#### 3. Recipe Submission

Provide a brief recipe (50–100 words) , including:

- Precise ingredient measurements
- Step-by-step preparation and garnishing instructions
- Give your creation a unique name .

#### 4. Visual Presentation

- Submit a high-quality video under 90 seconds showcasing the drink-making process and final presentation with a short description explaining the inspiration behind it... Creativity matters!
- Introduce yourself & mention you're participating in Coffee and Cocktails by Swa Artisanal Syrups.
- Post your video on Instagram, using the hashtag #CraftWithNature and tag the @swa.artisanalsyrups instagram handle.
- Ensure your video highlights your skills, technique, and beverage making aesthetics. (Video editing quality is not a scoring criterion)

#### 5. Submission Process

- Complete the official registration form (link in bio).
- Paste the link to your Instagram post in the form.
- Ensure all fields in the form are filled correctly before submission.

#### 6. Evaluation Criteria

All submissions will be judged on the following parameters:

- Creativity – Originality, innovation and relevance to the nature theme in crafting a standout beverage.
- Flavour Balance – A well-rounded taste experience.
- Technique – Execution, precision, and beverage-making skill.
- Presentation – Visual appeal and aesthetics.
- Storytelling – The inspiration and thought process behind your drink.
- Use of Swa Artisanal Syrups – Effective and creative incorporation of the syrup.

#### Submission Deadline

All entries must be submitted by 11:59 PM on April 20th, 2025.

Top 10 entries from Baristas and Top 10 entries from Bartenders will be selected for the final competition to be held in Bangalore.

### Terms & Conditions

#### 1. Eligibility

- Open only to residents of Chennai, Hyderabad, and Bangalore.
- Participants must be working baristas or bartenders, or currently training in coffee or mixology.
- All participants must be above the legal drinking age in their respective state.

## 2. Entry Guidelines

To enter, participants must:

- Craft a drink inspired by natural ingredients, using Swa Artisanal Syrups and at least one additional natural ingredient of their choice.
- Post a video reel of the creation on Instagram, tagging @swa.artisanalsyrups and using #CraftWithNature.
- Fill out the official registration form provided by Swa (link in bio).
- Each participant is allowed only ONE entry.
- Deadline for entry: April 20, 2025

## 3. Swa Syrups Access

- If a participant doesn't have access to Swa Syrups, they can DM @swa.artisanalsyrups on Instagram.
- Swa will send a small set of 2 –500ml syrups to help with entry creation (based on availability and location).
- Click the Brochure link to explore the wide range of flavours Swa offers and select the ones you'd like to receive from us for creating your drink recipe reel: <https://bit.ly/4klnYTK>

## 4. Expenses

- Swa will not reimburse any expenses incurred by participants for ingredients, equipment, or setup used to create their entry video.
- Similarly, no costs related to travel, accommodation, or any other personal expense will be covered for those selected for the final event in Bangalore.

## 5. Selection Process

- 20 participants will be selected: 10 baristas + 10 bartenders.
- Selection will be at the sole discretion of the judges, including Suhas Dwarkanath and Avinash Kapoli.
- Selected finalists will be announced via email and Instagram by April 23, 2025.

## 6. Final Event Details

- The Coffee X Cocktails Crossover Final Face-Off will be held in Bangalore. Date will be revealed shortly.
- At the event, each barista will be paired with a bartender to form a team.
- Pairings will be announced on @swa.artisanalsyrups Instagram page by April 25, 2025.

## 7. Nature of Entries

- Entries can be alcoholic or non-alcoholic.
- All drinks must be inspired by natural ingredients and showcase creativity and craft.

## 8. Winner Rewards

The winning duo (1 barista + 1 bartender) will receive:

- A ₹50,000 cash prize (split between both winners)
- The opportunity to co-create a new Swa Artisanal Syrup flavour with their names/signatures
- Featured social media promotion by Swa

## 9. Disqualification Clause

- Swa reserves the right to disqualify any participant who does not comply with the rules or is found using offensive or plagiarized content.

## 10. Content Usage Rights

- By entering, participants grant Swa Artisanal Syrups the right to use submitted videos, images, and event footage for promotional, marketing, and event-related purposes.

## 11. Contact & Support

For queries or syrup requests, DM us at [@swa.artisanalsyrups](#) or email [maanas@drinkswa.com](mailto:maanas@drinkswa.com)

**Get ready to stir, shake, brew, and blend — naturally.**  
**Team Swa Artisanal Syrups**