



BEESOU Hive Challenge

BEE the change. Build the Hive.

The BEESOU Cocktail Competition 2026

Official Competition Rules

THE CHALLENGE

Create a **low-ABV reinterpretation between one of the classic cocktail: Spritz, Margarit or Negroni** using at least **30ml of BEESOU Honey Aperitif**, respecting the structure of the original drink while presenting a **modern interpretation that highlights seasonal ingredients and sustainable thinking.**

SELECTION

Judges will review all applications, only 12 bartenders will progress to the next stage.

THE FINAL

The 12 shortlisted bartenders will be asked to present their cocktail to the judging panel – One cocktail x4 serves in 8mins (3 for the Judges + 1 for the Photography)

PRIZES

The winner will receive a unique professional and educational experience designed to celebrate craft, nature, and innovation.

A Holistic BEE Experience - South of France

- Visit master **honey fermentation producers**
- **Two-day wellness retreat** inspired by apitherapy and nature
- Exclusive **honey fermentation masterclass**
- Workshops exploring **BEESOU production and philosophy**
- Experience led by the **Master Fermenter and BEESOU Founder**



Travel and accommodation fully covered by BEESOU.

Bar Convent Berlin Experience

- Attend **Bar Convent Berlin 2026**
- Represent BEESOU at the international trade show
- Connect with global hospitality professionals
- Host a **guest shift in Berlin**

One-Year BEESOU Partnership

The winner becomes an **Official BEESOU Bartender Partner** and will collaborate with the brand on:

- Trade events
- Cocktail development
- Educational initiatives
- Brand activations

This marks the beginning of a **long-term collaboration with BEESOU.**

KEY DATES

- **Opening Date:** 27 March 2026
- **Closing Date:** 20 May 2026
- **Global Final:** 22 June 2026 in London

All entries should be submitted before the closing deadline.

ELIGIBILITY

To participate, applicants must:

- Be currently employed in the **hospitality industry** (cocktail bar, restaurant, hotel, members club or equivalent)
- Meet the **legal drinking age** in their country of residence
- The competition is open to **hospitality professionals only.**
- Participation implies full acceptance of these rules.



ENTRY REQUIREMENTS

All entries must comply with the following criteria:

- Minimum **30ml of BEESOU Honey Aperitif**
- We encourage **low-ABV mind set style and execution**
- We encourage seasonal ingredients to be used that should reflect produce available in **March, April, May and June** prioritising local sourcing wherever possible to celebrate terroir and support pollinator-friendly ecosystems
- Maximum **5 ingredients total**, including homemade ingredients
- The drink must be **practical and easily replicable in a bar environment**

Complex laboratory techniques or difficult-to-source ingredients are discouraged.

SELECTION PROCESS:

PHASE 1) ONLINE APPLICATION

All complete applications submitted via the official BEESOU Hive Challenge platform available on Difford Guide during the entry period will be assessed against the competition criteria, based on the quality of the recipe, written concept, and supporting submission materials.

BEESOU HONEY APERITIF MUST BE THE HERO INGREDIENT

Every cocktail must contain a minimum of **30ml of BEESOU Honey Aperitif**.

THE COCKTAIL SHOULD EXPRESS A LOW-ABV PHILOSOPHY and INSPIRATION

Entrants should demonstrate an understanding of low-ABV drinking culture by creating a cocktail that is balanced, elegant, and lighter in style, without compromising on flavour or creativity.



THE RECIPE SHOULD CELEBRATE SEASONALITY, LOCALITY, AND BIODIVERSITY

Participants are encouraged to work with local and seasonal ingredients that reflect the character of their region and make conscious choices that support bees, pollinators, and healthier ecosystems.

REDEFINE A CLASSIC

Each entry must reinterpret **one** of the following classics through a lighter, seasonal, and contemporary lens:

Spritz – any form of sparkling long drink

Margarita

Negroni

The cocktail should respect the essence of the chosen classic while presenting a distinctive expression of the entrant's creativity, region, and approach to sustainable bartending.

APPLICATION CRITERIA

- Only complete applications will be considered.
- Only one application per competitor will be accepted.
- The cocktail should have a creative and original name.
- Ingredients must be expressed in **millilitres (ml)** or **ounces (oz)**, with dashes and drops used only for the smallest quantities.
- The recipe must include a maximum of **5 ingredients in total**, including **BEESOU Honey Aperitif** and any homemade ingredient.
- The cocktail should be practical, scalable, and easily replicable in a bar environment.
- The recipe must be clearly written, including precise measurements, garnish, glassware, and overall presentation.
- Preparation and mixing instructions must be included with the recipe.
- A clear image of the cocktail must be included with the application.
- The image may not feature anyone under the legal drinking age in their country of residence.
- The image must not contain any third-party trademarked, copyrighted, or protected intellectual property without permission.
- A short background story or explanation of the inspiration behind the cocktail must be included in the application.
- Entries may not use flaming alcohol or flames near alcohol for safety reason.
- Recipes should reflect a **low-ABV philosophy**



- Participants are encouraged to consider food pairing suggestions that complement their cocktail, where relevant.

Suggested competition hashtags:

#BEESOU
#HiveChallenge2026
#HoneyAperitif
#SaveTheBees

Scoring System

Cocktail name — **5 points**
Appearance — **10 points**
Taste & balance — **20 points**
Technique — **10 points**
Background / inspiration — **15 points**
Creativity & originality — **5 points**
Spritz , Margarita, Negroni style alignment — **10 points**
Performance — **15 points**
Product knowledge — **10 points**

Penalty:

5 points deduction for each minute exceeding the presentation time.

A panel of judges will select **12 finalists**, who will compete in the **London Final** for the title of: **BEESOU HIVE MASTER 2026**



HOW TO ENTER

Applications must be submitted via the **official online platform (Difford's Guide)**.

Each submission must include:

- Cocktail name
- Full ingredient list with measurements
- Preparation method
- Description of concept and inspiration
- High-quality photograph of the final serve

Participants are encouraged to share their cocktail on Instagram tagging:
@beesou_aperitif

Using the hashtags: **#HiveChallenge2026 #Beesou #HoneyAperitif**

Participants are also encouraged to request a **complimentary sample of BEESOU Honey Aperitif**, which can be delivered directly to their bar through the sample request form available on the competition page.

JUDGING CRITERIA

Entries will be evaluated by an expert jury panel of hospitality professionals based on the following criteria:

- Taste and balance
- Creativity and originality
- Alignment with the **low-ABV philosophy**
- Seasonal ingredient integration
- Simplicity and scalability
- Strength of storytelling

GUIDELINES & REQUIREMENTS

- In these Rules, **“BEESOU” or “the Organiser”** refers to BEESOU and its official partner Difford Guide's, distributors, importers, and designated platforms supporting the delivery of the **BEESOU Hive Challenge 2026**.



- Entries must be submitted personally by the bartender entering the competition. Any submission made through automated tools, third-party services, or non-authentic methods of entry will be disqualified.
- Unless otherwise specified, only **one application per bartender** will be accepted.
- Each participant must apply using their own genuine contact details. BEESOU reserves the right to disqualify any entry where false identities, multiple email addresses, or misleading information have been used.
- Where necessary, BEESOU may request proof of identity or confirmation that the named entrant is the rightful owner of the email address and application submitted.
- Any entry that cannot be reasonably verified may be removed from the competition process.
- By entering, participants confirm that the recipe, concept, image, and all supporting materials submitted are original to them, or used with the necessary permission.
- Submitted materials may be used by BEESOU across marketing, communications, press, social media, and educational channels in connection with the competition.
- All prizes are non-transferable, non-exchangeable, and may not be redeemed for cash.
- The decision of the judges and Organiser is final in all matters relating to the competition.
- Entry into the BEESOU Hive Challenge confirms full acceptance of these Rules and any supporting competition guidelines.

EXPENSES & REIMBURSEMENTS

- Participants are responsible for all costs related to the creation, preparation, and submission of their cocktail entry, unless otherwise specified by **BEESOU team**.
- To support participation, **BEESOU offers a sample of BEESOU Honey Aperitif** to bartenders entering the competition. Samples must be requested via the **official sample request form available on the competition website**.
- Finalists selected for an in-person stage of the competition will be informed directly by **BEESOU team** of any travel and accommodation arrangements or support provided.



- Travel and accommodation for participation in the **Final** will be arranged and covered by **BEESOU**.
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ADDITIONAL REQUIREMENTS

- All entries must be submitted in **English**.
 - Entries must reflect a responsible approach to alcohol and must not reference, encourage, or promote excessive or irresponsible consumption.
 - Applications must be complete and submitted in accordance with all competition rules and requirements. Any entry that is incomplete or does not comply with these Rules may be deemed invalid.
 - BEESOU reserves the right to remove or disqualify any entry that, in its sole discretion, is unlawful, offensive, inappropriate, misleading, or otherwise not aligned with the values, standards, or public image of BEESOU.
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ENTRY DECLARATION

By entering the competition, each participant represents and warrants that:

- They are the original creator of the submitted recipe, concept, and supporting materials.
- The entry is original and does not copy or imitate any existing work.
- The entry does not infringe the intellectual property, privacy, publicity, or other legal or moral rights of any third party, including any current or former employer.
- The entry does not contain any defamatory, misleading, or unauthorised reference to any person, company, or organisation.
- The entry has not previously been entered into another competition in the same format.
- The entry has not been previously published, distributed, or commercially exploited in a manner that conflicts with these Rules.
- The entry complies with all applicable laws, regulations, and industry standards.
- Any determination made by BEESOU regarding the originality, validity, or eligibility of an entry shall be final.



INTELLECTUAL PROPERTY & CONTENT USAGE

- By entering the **BEESOU Hive Challenge 2026**, participants agree that **BEESOU** may use and publish materials submitted as part of the competition for brand, competition, editorial, educational, and promotional purposes.
- This includes, without limitation, the participant's name, cocktail name, recipe, written concept, photography, and any other supporting content submitted with the application.
- Each participant grants **BEESOU** a worldwide, royalty-free, perpetual, and non-exclusive licence to reproduce, adapt, edit, publish, distribute, and communicate the submitted materials in any media or format, whether now known or developed in the future, in connection with the competition and related BEESOU activity.
- Such use may take place without further notice or additional compensation.
- By submitting an entry, participants confirm that all materials provided are original to them, or that they have obtained all necessary rights and permissions for their use.
- Participants further confirm that their submission does not infringe any copyright, trademark, privacy, image, personality, or other legal rights of any third party.
- Finalists may be required to sign additional documentation confirming these rights and permissions before progressing to the next stage of the competition.