

THE BIGGEST INTERNATIONAL FOOD, BEVERAGE & HOSPITALITY  
EXHIBITION IN SAUDI ARABIA



**RIYADH**

Hospitality Salon Culinare | Barista Competition  
Mocktail Competition | HORECA Talks

**2025**

**15-17 DECEMBER 2025**

Opening Hours: 15 Dec: 4-10 pm, 16-17 Dec: 2-10 pm

**RIYADH - SAUDI ARABIA**

RIYADH FRONT EXHIBITION & CONFERENCE CENTER



**Mocktail**  
COMPETITION

STRATEGIC PARTNER



هيئة فنون الطهي  
Culinary Arts Commission

**PARTICIPANT'S MANUAL**

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# INTRODUCTION



**Dear Participants,**

For the 3<sup>rd</sup> year we are delighted to welcome you to the 3<sup>rd</sup> edition of “Mocktail Competition” during HORECA 2025 in Riyadh. This manual gives you some useful information about the organization of the event.

Should you need any further information please don't hesitate to contact:

**Ebtisam Mohamed** on: +966531402214,  
+966 920 003 361 ext 119 or by email on  
[mocktail@saudihoreca.com](mailto:mocktail@saudihoreca.com)

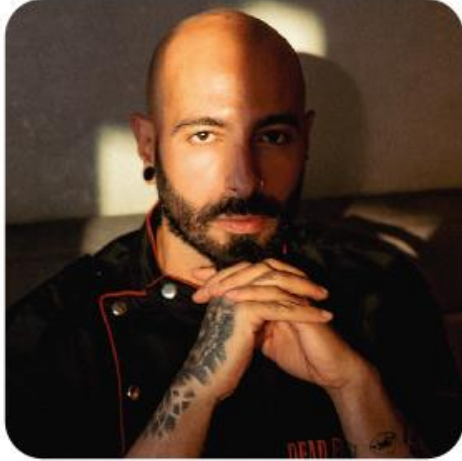
Give it your best; it's nice to have you on stage with the winners.

Good luck,

A stylized handwritten signature in black ink, consisting of several overlapping horizontal and diagonal strokes.

**Jad Taktak.**  
CEO, SEMARK Group

## JURY MEMBERS



**Jad Ballout**

Co-founder of  
Novel Drinkstudio  
Lebanon



**Mike Kassabian**

Head of Mixology at  
PIC Group  
France



**Nicola Lazzari**

Head of Bars for 1920,  
Bar des Pres, Gattopardo  
UAE

## SPONSOR

Strategic Partner



هيئة فنون الطهي  
Culinary Arts Commission

Sponsor



# GENERAL INFORMATION

- The organizers reserve the right to remove, change or add to the rules and regulations.
- The organizers reserve all rights to the recipes used and photographs taken during the event.
- The organizers are not responsible for any damage or loss to competitors' exhibited items, equipment, and utensils or personal belongings.
- Competitors who are not present at the appointed time and place of the competition will be considered as no-shows.
- Participants must show personal ID and badge to the person in charge in order to enter the competition area.
- Any cancellation after the 15<sup>th</sup> of November 2025 is not accepted.
- During the competition wear your badges on the side where your number is written, no name or establishment logo must be visible to the judges.
- Each participant must bring his/her drink recipe printed, and distribute it to the jury before the start of the competition
- If an award is won, the competitor should be present or send a representative of his/her establishment to receive it from the information booth.
- All participants should wear their uniform at the awards ceremony.
- Every establishment will receive a helper's badge depending on the category's participation number.
- Helpers must go outside the competition area once the competition begins.

## Competition schedule

The schedule will be sent 7 days prior to the event.

## Your staff, delegation, and supporters are welcome at the exhibition.

In order to attend, they must be from the field of hospitality and are required to register online:

## How does the pre-registration system work for HORECA 2025 - Riyadh?

We invite you to log on to [www.saudihoreca.com](http://www.saudihoreca.com) and get your online badge

## Products & Ingredients

- It is a must to use the sponsors' products in your recipe when needed.
- It is forbidden to promote competitors' products during the competition.
- List of available products will be shared with you.

## The Competition Summary

The main objective of this competition is to create a new non-alcoholic non-traditional cocktail that respects two main requirements:

1. Be innovative
2. Offer a memorable experience

## General rules

**Participants are not allowed to promote the products of any competitor to our sponsors during the competition.**

- The sponsors' products are available free of charge during the competition. **It is a must to use our sponsors' products in your recipe when needed.**
- Participants should bring all other ingredients with them on the day of the competition.
- Participants must bring garnishes, fruits, vegetables and condiments with them on the competition day.
- All bar accessories, glasses and utensil needed for the competition should be brought by participants on the day of the competition.
- Ice will be provided.
- Participants are required to bring a printed copy of their recipe on the competition day to distribute to the three judges.

## Preparation station and back area include:

- Fridge
- Stainless table
- Freezer
- Dishwashing station

## Bar station includes:

- Blender
- Stainless table

Make sure to keep all your ingredients in the fridges and freezers of the back area before the competition starts.

**N.B. The back area can only be accessed one hour before the competition starts. Participants are not allowed to enter or use this area until the official preparation time starts.**

# RULES AND REGULATIONS

## First Round: Creative Mocktails

- Every Mixologist will have five minutes before the competition starts to prepare his garnish.
- Each competitor will have 10 minutes of competition time to prepare:
  - a. One mocktail inspired from a personal life event or experience.
  - b. One mocktail with a traditional Saudi twist, highlighting a cultural or local ingredient.
- The participant must prepare two servings of each drink.
- A microphone headset will be provided for participants to explain their preparation process during the 10-minute presentation.
- Each participant must briefly explain their mocktails, addressing the following points:
  - Name: Why did you choose this name?
  - Recipe: Why these ingredients?
  - Mocktails must contain no more than six ingredients.
  - Pre-prepared ingredients like syrups or infusions are allowed in this round and will count as one ingredient.
  - After finishing their presentation, each mixologist will have 5 minutes to clean and tidy their station.

***The participants with the highest scores will qualify to the final round.***

### **N.B.**

- Recipes must be original and not published
- Standard measures should be used in the recipe and expressed in cl, drops and dashes
- The volume of the drink (without ice) must not exceed 25 cl of liquid
- The volume of the melted ice or the ice itself will not be considered in the volume of the drink
- Contestant can use up to 10 cl of mineral sparkling water in the freestyle mocktail

### **Decoration and Garnishes:**

- Garnishes are not considered as ingredients.
- All decorations and garnishes must be edible, including flowers, fruits, herbs, spices and vegetables.
- Decorations and garnishes must be prepared in advance and can be cut in the back area.

## Final round: Mystery Box

- Finalists must create a mocktail on the spot using the ingredients provided in the box, which will contain three ingredients. At least one of these ingredients must be used in the drink.
- Total number of ingredients should not exceed six
- The participants will have 15 minutes to create one Portion of their drink, followed by five minutes to present the mocktail and explain their choice

## JUDGING CRITERIA

<b>TASTE &amp; CREATIVITY</b>	<b>40 points</b>
Taste: Balance, texture, temperature and overall flavor	
Originality: Uniqueness & Innovation	
Name association: Relevance & Creativity of the name	
Visual appeal: Presentation & aesthetics	
<b>SKILLS &amp; PERSONALITY</b>	<b>25 points</b>
Technique: Demonstrate effective drink preparation skills	
Character: Display professionalism & approachable attitude	
Timeliness: Complete tasks on schedule	
Uniform: Proper attire that reflects the mixologist's style	
<b>PERFORMANCE &amp; EXPERIENCE</b>	<b>25 points</b>
Storytelling: Engages the judges and creates a journey	
Showmanship: Captivates the audience with charisma and energy	
Smoothness: Demonstrates a fluid and polished presentation	
Overall presentation: Assesses the impact of visual and verbal delivery	
<b>INNOVATION &amp; BONUS</b>	<b>10 points</b>
Innovation: Creativity in using flavors and ingredients.	
Memorable Experience: Making a lasting impression	
Uniqueness: Distinctive presentation and concept.	

## SCALE OF PENALTIES

- Negative behavior
- Poor time management
- Disrespecting the sponsor's products
- Missing ingredients
- Inadequate portion sizes for mocktails
- Spillage / Dropping items / Breakage

## AWARDS

The participant with the highest score will be awarded first place followed by the second and third place winners. All three winners will be awarded gifts.



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