



THE
HAGUE
COCKTAIL
WEEK

FRIDAY 29 SEPTEMBER - SUNDAY 8 OCTOBER 2023

Event format 2023

This year sees the 5th edition of The Hague Cocktail Week – an annual celebration of the dynamic cocktail bar scene of our city.

There is no cost for venues to participate in The Hague Cocktail Week 2023 however venues must adhere to the event format:

- ★ Each participating venue to feature a maximum of 8 cocktails.
- ★ Venues receive 2 x complimentary bottles from each of their category sponsor liquor brands. Venues are responsible for ensuring they order sufficient stock for the week from either the sponsor directly or Bottle Business.
- ★ Promotional cocktails are priced €8 and must be available throughout your advertised trading hours from Friday 29 September to Sunday 8 October.
- ★ Only one spirit can be used from each of the following categories:
 - 1 x Brandy/Cognac
 - 1 x Gin
 - 1 x Jenever
 - 1 x No-Lo
 - 1 x Rum
 - 1 x Tequila (inc Mezcal / Agave)
 - 1 x Vodka
 - 1 x Whiskey
- ★ Only sponsor liquor and soft/mixer brands can be named on menus.
- ★ Venues can use vermouth, liqueurs, amaros, juices etc but they must be generically named on the menu.
- ★ Venues agree to display menus and marketing materials that are supplied to promote THCW23.
- ★ Venues agree to share social media messaging and images that are supplied to promote THCW23.
- ★ The lead bartender at each partner venue must submit their menu before Monday 28 August 2023 for design, proof-reading and print.
- ★ Venues and sponsor liquor brands are responsible for creating and delivering their own activations. The deadline for submission of in-house events and activations is Monday 7 August 2023 (after this time we cannot guarantee events will feature in printed marketing materials).





Photos: Honking Elephant

Participation fees 2023

Venues – no cost

Venues are invited to participate for free

Headline sponsors (x 2 slots) – €3,500 each

One product on every promotional menu and priority on choosing categories.

Soft/mixer sponsors (x 2 slots) – €1,750 each

At least one product on every promotional menu. No other named soft/mixer brands to appear in marketing materials or menus.

Small brands – €375 each

One product on 3 promotional menus.

Event partner – €250 each

A new category for venues who aren't running promotional menus but would like to do a one-off event such as a cocktail dinner.



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