



LA MARTINIQUE



## TI'PUNCH CUP 2018 IN MARTINIQUE

**A Colorful World Final at Habitation Clément Celebrating the Best Rum in the World from March 12-16, 2018**

### FOR IMMEDIATE RELEASE

**Fort-de-France, Martinique | March 5, 2018** - Rhum Clément will receive the world's best bartenders at Habitation Clément in Martinique for the *Grande Finale* of its global cocktail competition, the Ti'Punch Cup. For this second edition, the brand pushed across borders and will welcome participants from 14 countries as far as Spain, Germany and China. Rhum Clément has always been eager to promote the richness of Martinique discovered through rum agricole. The goal of the Ti'Punch Cup is no exception, focusing this time on the classic cocktail of the island, the Ti'Punch.



The national finals held in 2017 in each participating country starting in New Orleans in July, and moving around the world concluding in Vietnam in December 2017, bartenders from all over the world have shown great creativity in bringing their personal "twist" to the traditional Ti' Punch recipe. Inspired by the Martinican culture, bringing an artist's look to an iconic classic and breaking the rules of recipes are some of the attributes that allowed 15 bartenders to win their tickets to the world finals.

"It has been simply amazing to see talented bartenders around the world be inspired by Rhum Clément for their cocktails and to watch them dance with our Martinican spirit and create their contemporary version of a Ti' Punch cocktail" remarks Audrey Bruisson, marketing director for Rhum Clément. "Once you have advanced to the global final, all the bartenders are winners! We have a fun competition planned that will be challenging and entertaining for everyone there."

The Clément Ti' Punch Cup will kick off again in Martinique from March 12 to 16, 2018 for a journey to discover the universe of Rhum Clément in its native island, Martinique. The *Grande*

*Finale* is scheduled for March 14 with three rounds of competitions to determine which of the world's top bartenders will take home the 2018 Ti' Punch Cup trophy.

The world finals will be held on March 14<sup>th</sup>, 2018 at Habitation Clément in front of an international jury from the world of fine spirits and cocktails. The candidates will be challenged on three successive rounds with two secretive elements to challenge the bartenders. They will be judged for their signature cocktail based around the Ti' Punch, their knowledge of rhum agricole, and how well they have incorporated the wealth of Martinique and the world of Rhum Clément in their presentation.

The grand winner of the 2018 Ti'Punch Cup will become a new ambassador of the Ti' Punch and will hold the Ti' Punch Cup trophy in their bar, made by one of GAAM's artists (Group of Artisans Martinique Art) following a local competition launched by the brand. Germany, England, Belgium, China, Denmark, United States, Spain, France, Greece, Italy, Martinique, Netherlands, Switzerland, Vietnam ... who will win the second edition of the Clément Ti'Punch Cup? See you at Habitation Clément on March 14<sup>th</sup>!

### **WORLD FINALISTS**

- Atelier Classic Bar | Ivan Urech | Thoune, Switzerland
- Bar de Vlieg | Vincent Nouws | Amsterdam, Netherlands
- Birds & Bees | Bethany Ham | Los Angeles, California
- Black Smoke | Donald Simons | Anvers, Belgium
- Clover Club | Leanne Fevre | New York, New York
- Dr. Stravinsky | Yeray Monforte | Barcelona, Spain
- Le Cloud | Yannick Brunot | Fort-de-France, Martinique
- Le Monfort | Francois Badel | Rennes, France
- Lighthouse | Nguyen Nguyen Canh | Ho Chi Minh, Vietnam
- MASH | Rasmus Greve Christiansen | Odense, Denmark
- My Lounge | Michele Picone | Cesana Brianza, Italy
- Spitaki Cocktail Bar | Konstantinos Ristanis | Ioannina, Greece
- The Beachcomber | Ashera Goonewardene | London, United Kingdom
- The Haploid | Dave (Ching Yin) Lam | Shenzhen, China
- Tumar | Florian Springer | Hamburg, Germany

### **INTERNATIONAL JURY**

- Catherine GOMBART - Martinique - regional delegate Antilles of UMIH Formation, specialized organization on the Café Hotel Restaurant Tourism sector
- Dimitri MALOUTA - Martinique - commercial director of RHUM CLEMENT Martinique
- Dirk HANY - Switzerland - 2016 TI'PUNCH CUP World Winner
- Jonathan POGASH – USA – founder: The Cocktail Guru website [www.thecocktailguru.com](http://www.thecocktailguru.com)

- Simon DIFFORD - England - creator of the cocktail guide DIFFORD'S GUIDE
- Sullivan DOH - France - co-founder of the cocktail bars LE SYNDICAT (34th best bar of the world in the ranking World's 50 best bar 2017) and LA COMMUNE in Paris and the event agency Syndicat Agency
- Thanos PRUNARUS - Greece - owner of the BABA AU RUM cocktail bar in Athens (30th best bar of the world in the World's 50 best bar ranking 2017)

## **TRAVEL PROGRAM**

- Monday, March 12 - Arrival of candidates
- Tuesday, March 13 - Discovery of the Habitation Clément and workshops with local producers
- Wednesday, March 14 - 2018 Ti'Punch Cup World Finals at 18<sup>th</sup> century Habitation Clément
- Thursday, March 15 - Tour of the North Atlantic
- Friday, March 16<sup>th</sup> - Discovery of the south of the island and departure

For more information about Ti Punch Cup [tipunchcup.com/](http://tipunchcup.com/)

For more information about Martinique [us.martinique.org/](http://us.martinique.org/)

## **ABOUT MARTINIQUE ([us.martinique.org](http://us.martinique.org) – [martiniquepresskit.com](http://martiniquepresskit.com))**

*The French Caribbean Island of Martinique is also known as the Isle of Flowers, The Rum Capital of the World, the Birthplace of coffee in the New World, The Isle of the Famed Poet (Aimé Césaire) – Martinique ranks among the most alluring and enchanting destinations in the world. As an overseas region of France, Martinique boasts modern and reliable infrastructure – roads, water and power utilities, hospitals, and telecommunications, services all on par with any other part of the European Union. At the same time, Martinique's beautifully unspoiled beaches, volcanic peaks, rainforests, 80+ miles of hiking trails, waterfalls, streams, and other natural wonders are unparalleled in the Caribbean, so visitors here truly get the best of both worlds. The currency is the Euro, the flag and the official language are French, but Martinique's character, cuisine, musical heritage, art, culture, common language, and identity are of a distinctly Afro-Caribbean inclination known as Creole. It is this special combination of modern world conveniences, pristine nature, and rich heritage that has earned for Martinique several notable distinctions in recent years. In 2018, Martinique is highlighted in the Caribbean segment of the New York Time's "52 Places to go in 2018." and prominently featured in a January 2018 article in Travel + Leisure. In a 2017 review of noteworthy French Islands throughout the world ThePointsGuy.com selected Martinique as number one. Other distinctions include being named as a "Must-Visit" destination by Caribbean Journal, "Best Caribbean Destination" by [About.com](http://About.com), and "Top Caribbean Island for Delectable Dining" by Caribbean Travel + Life.*

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