



JOHN MATTHEW PALAPAL
St. Regis Saadiyat Island
Rising Star 2024

Rising Stars 2025

LEARN ALL ABOUT THIS YEARS COMPETITION

'SIPPING MEMORIES' HERE!

2025 brings another year for Marriott's Rising Stars, where they will be tried and tested on their creativity, relating a cocktail creation to a story from the past. They will be asked to explore the rich tapestry of nostalgia—a journey through cherished childhood memories, untold brand stories, and the colourful histories of our Hotels, bars and cocktails.

Letting their creativity transport us to the places, flavours, and moments that shaped who we are today.

We are looking for 8 finalists to join us in France, from the Crème de la crème of Marriott International EMEA Beverage team's, where they will have a cultural, educational and exciting experience, with challenges, experiences & brand masterclasses, with our partners Codigo 1530 & Pernod Ricard.

Culminating in a Grande Finale, where we crown our 2025 Rising Star



So – would you rather hear about it on Insta or be there yourself!

Submit your ideas now!

Download a poster for your Back of House now [Download Poster Here](#)

How to enter

1. Sign Up to the Rising Stars Platform
2. Complete your Bar World of Tomorrow Training
3. Complete your Barsmarts Training
4. Create & Submit your cocktail.
5. Post your drink on Instagram using **#RisingStars2025**
6. Promote & sell your creation in your bar



Link to: [Beverage Platform](#)
Password to access
Rising Stars: marriott1927

Here's some of our finalists from 2024

Link to video: [Rising Stars Grand Finale](#)



Your Cocktail Creation

Explore the rich tapestry of nostalgia—a journey through cherished childhood memories, untold brand stories, and the colourful histories of our Hotels, bars and cocktails. Let your creativity transport us to the places, flavours, and moments that shaped who we are today.

Objective: Craft a cocktail that tells a story, rooted in nostalgia. Your drink should focus on one of the below

- Evoke childhood memories through flavours, presentation, or concept.
- Pay homage to the history of the bar you represent, or the legacy of a Pernod Ricard brand.
- Celebrate the origin stories of Marriott brands or cocktails.

Submissions should include a Sustainable element, Modern Techniques & take into account Global trends.

Using one of our Partner Brands



Additional Partner Brands



Guidelines

- Each entrant will need to design a cocktail using at least one closed loop sustainable ingredient, inspired by a Story rooted in Nostalgia.
- Cocktail names should not use lewd or offensive language
- A Minimum of 30ml of one of the Supporting brands must be used; Codigo 1530 Tequila, Chivas Regal, Monkey 47, Martell, Absolut or Lillet
- A Maximum of 7 ingredients to be used in cocktails. (Garnishes do not count as an ingredient.)
- AI is not to be used in Recipe creation or image creation.

Competition Details

- Begin your two trainings today; Bar world of tomorrow & Bar Smarts
- You will receive a digital certificate of completion once accomplished, to upload on your submission. *(If you completed these previously, use your certificate from before)*
- Then upload your submission. Link to: [Submissions Form](#)
- Post your drink on your personal Instagram account OR your hotel's own individual Instagram business account. Using **#RisingStars2025** and tagging the Partner brand you used. For example, @codigo1530 and @monkey47. **Please do not tag your hotel's home brand account.** Post your drink in line with local regulations on your (personal OR business) Instagram account.
- After submission you will need to promote your drink in your venue, sell it as a 'Special' offering for a minimum of 4 weeks, and promote in your hotel & on Instagram, using your venues channels in a Reel or with Photos.
- Promoting beverage led specials or offers on Instagram or in your bar/lounge must comply with local rules and regulations and should always reflect your account aesthetics or venue specific brand guidelines as applicable. Work with your marketing teams if in doubt. In addition, strict compliance with Marriott's music licensing via Songtradr is mandatory. **Do not use Instagram's Song Library.**
- Deadline for entries is **23:59 CET on 9th March 2025**
- All entrants must be above the legal alcohol age in their country of residence & a minimum of 18 years old.
- Finalists must be able to travel to France late September - early October 2025
- Finalists must have a valid passport if required to travel to Schengen region.
- Finalists must be able to obtain a Schengen VISA if required.
- Entrants must complete the Bar world of Tomorrow & Barsmarts training before cocktail entry.



Music Guidelines

Songtradr is the only authorised source for music for Marriott-approved social media channels and other online channels globally. A complete guide to using Songtradr is available on the [Marriott x Songtradr Global Music Partnership](#) page on MGS. No other sources of music may be used, including platform libraries. If you have a Songtradr account, please download and use any music from their library, determine the channels you are going to publish the post and remember to download the music license for your records. If you do not have access to Songtradr, please reach out to your Marketing team, or use one of the approved and licensed clips below.

Songtradr Library

1. [The Big Time - \(Full\) MacPherson & Tozzoli](#)
2. [You Give The Love - Full Mix Remy Cooper, Klutchi](#)
3. [Smooth Sailing - Cooper Nord Hyde](#)
4. [Masked Crusader Main](#)
5. [Cozy Up - StreamBeats by Harris Heller](#)
6. [London by Night - Wouter van de Ridder](#)
7. [Fresh Start - Andrew Paolini](#)

Music Usage Declaration



Here are some examples of Reels created for the 2024 Marriott International Rising Stars Competition.

Sample Reels

[Sample Reel 1](#) | [Sample Reel 2](#) | [Sample Reel 3](#)

Finalist Selection (Judging) Process

- Closed Loop application - **30 Points**
- Inspiration/Story - **25 Points**
- Drink Name - **5 Points**
- Taste & Presentation - **25 Points**
- Technique - **15 Points**

Finalist Judges

3 Judges from **Marriott International EMEA** & Drinks Specialist from **Pernod Ricard Global**

Entry Submission

- The window for entry submission is now open and can be accessed from the homepage.
- Now open, the submission window will be available **until 23:59 on 9th March 2025.**

What Now?

1. Complete both of your trainings
 - Bar World of Tomorrow. Link to: [Bar World of Tomorrow](#)
 - Bar Smarts. Link to: [Bar Smarts](#) - Use Password: MARRIOTTSMARTS
2. Begin to consider and plan your cocktail creation – make time with your manager to ideate and refine your ideas together.
3. Enter your submission & upload both certificates of completion.
Link to: [Submission Form](#)
4. Post your drink on Instagram, using **#RisingStars2025** and tagging the Partner brand you used.
5. After submission you will need to promote your drink in your venue, sell it as a 'Special' offering for a minimum of 4 weeks, and promote in your hotel & on Instagram, using your venues channels in a Reel or with Photos.
(IMPORTANT - There is strict music guidelines for Marriott International Channels)

Rising Stars 2024 celebrations!

