

ROTTERDAM COCKTAIL WEEK 2025

Essential information



NIX18

Follow the success of The Hague Cocktail Week – entering its 7th edition in 2025 – we’re heading to Rotterdam to work alongside the city’s finest to bring mixed up, mashed up, shaking and making to the city in June 2025.

FORMAT

- ★ Premium bars in Rotterdam showcasing the best of the city’s cocktail scene for 10 days in June 2025 (dates TBC)
- ★ There is no cost for bars to participate in the event as costs are covered by brand sponsorship
- ★ Menus featuring cocktails at a promotional price of 9,50 plus opportunity to host consumer tastings, masterclasses and parties
- ★ Industry networking & showcase event for partner brands and local bartenders in March/April
- ★ Printed menus, supporting website, social media and product/bartender photography, plus printed flyers, maps and posters

CATEGORIES*

Every menu to include:

- ★ Cocktail #1: headline spirit brand with a drink on every menu: 3,500
- ★ Cocktail #2: headline spirit brand with a drink on every menu: 3,500
- ★ Cocktail #3: independent spirit brands with a drink on one menu: 300 per venue
- ★ Cocktail #4: independent spirit brands with a drink on one menu: 300 per venue
- ★ Liqueurs: a liqueur brand with a product on every menu: 500
- ★ Softs/mixers: two brands with a product on every menu: 1,000 per brand

An additional option for venues to include:

- ★ Cocktail #5: a local spirit brand from the province with a drink on one menu: 300 per venue
- ★ Cocktail #6: a 0%-0.5% brand with a drink on one menu: 300 per venue
- ★ Cocktail #7: a sustainable/circular/eco credential brand with a drink on one menu: 300 per venue

*Every menu must include at least one ‘1 Unit’ cocktail featuring 30ml of 40% ABV spirit or less. Category sponsorship / allocation is available on a first come, first served basis



**Questions? Queries?
Shout back!**

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