

“The alcohol in your glass, clearly defined”



OneUnit 2026:

everything you need to know as
a **bartender** or **venue operator**

- ★ 8 city roadshow across The Netherlands
- ★ cocktail competition with €1,000 prize
- ★ a new category for horeca menus
- ★ complimentary OneUnit bar training for your team



With growing interest in conscious drinking, it's time for our industry to lead the way. By offering **OneUnit** cocktails and mixed drinks, we can champion responsible drinking without compromising on quality or experience.

OneUnit provides a clear, consistent way to track alcohol content, so everyone knows exactly how much is served in their glass. Just like beer or wine, every cocktail becomes measurable and transparent.

Many cocktails contain more alcohol than guests expect. **OneUnit** helps restore that balance with clarity, consistency and control.

Stay in control, stay informed and everyone gets to enjoy a great drink that fits the moment.

***OneUnit is an initiative by SpiritsNL,
the Dutch trade association for distilled spirits.***



To help you work out your **OneUnit** cocktail, use our handy online calculator available at **www.OneUnit.nl**



OneUnit Bartender of the Year 2026 Competition

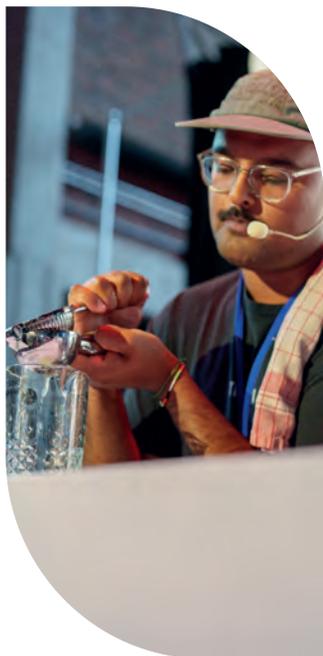
Professional bartenders are invited to apply for a **OneUnit** competition box of sponsored spirits to be collected from one of our eight national roadshow events in 2026 (Amsterdam, Groningen, The Hague, Leiden, Maastricht, Nijmegen, Rotterdam and Utrecht).

The finals will be held at Perfect Serve Bar show in Amsterdam in September 2026 with a €1,000 cash prize for the winner. The criteria this year is as follows:

- ★ A **OneUnit** cocktail (30ml or less of 40% abv spirit) using only the spirits supplied in the competition box. You can use any mixer or soda from Thomas Henry but no other mixer brands (Raysa Straal is your point of contact for Thomas Henry product: raysa.straal@alcobrands.nl). You are welcome to make your own juices, bitters and shrubs but note that any alcohol must be from the competition box.
- ★ Based on meeting the **OneUnit** measurement, cocktails will be pre-judged and judged on the following criteria:
 - (a) story of the cocktail based on locality and/or local ingredients (10 points)
 - (b) Use of sustainable bar practices (5 points)
 - (c) the ease the cocktail can be replicated by another bartender (5 points)
 - (d) spoken presentation during making the cocktail (5 points)
 - (e) look of the cocktail (10 points)
 - (f) taste of the cocktail (10 points)
 - (g) meeting the timings at the finals: two minute stage set up, five minutes to make and present, two minutes for judges questions (5 points)
- ★ Unless ingredients need advanced prep (foams, infusions, fat washes etc) everything must be prepped and presented on the stage.

€1,000
CASH
PRIZE

To apply for a competition box or submit your entry please email nick@sharpmediagroup.co.uk. Please note deadline for entries is strictly one month after receiving your **OneUnit** competition box. Please email images, ingredients (with measures), process and a written statement covering points A-C above.



OneUnit national roadshow

Throughout 2026, we'll be hosting **complimentary OneUnit** roadshow events in major Dutch cities (Amsterdam, Groningen, The Hague, Leiden, Maastricht, Nijmegen, Rotterdam and Utrecht) to share with professional bartenders and horeca venue operators the **OneUnit** message.

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- ★ Enjoy complimentary drinks and snacks for bartenders and the opportunity to pick up your **OneUnit** competition box.
- ★ Discover the importance of sharing conscious spirit and cocktail drinking with guests so everyone knows exactly how much is served in their glass.
- ★ Ensuring in consumers minds that the choice of an elevated **OneUnit** cocktail or mixed spirit drink has parity with a glass of wine or beer.

OneUnit competition & roadshow sponsors

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MESAMIS
FREE SPIRITS OF AMSTERDAM

THOMAS HENRI
ARTISANIC FLAVOUR

VAN KLEEF
JENEVERS • LIJNDREUR
THE HOUSE OF LIJNDREUR



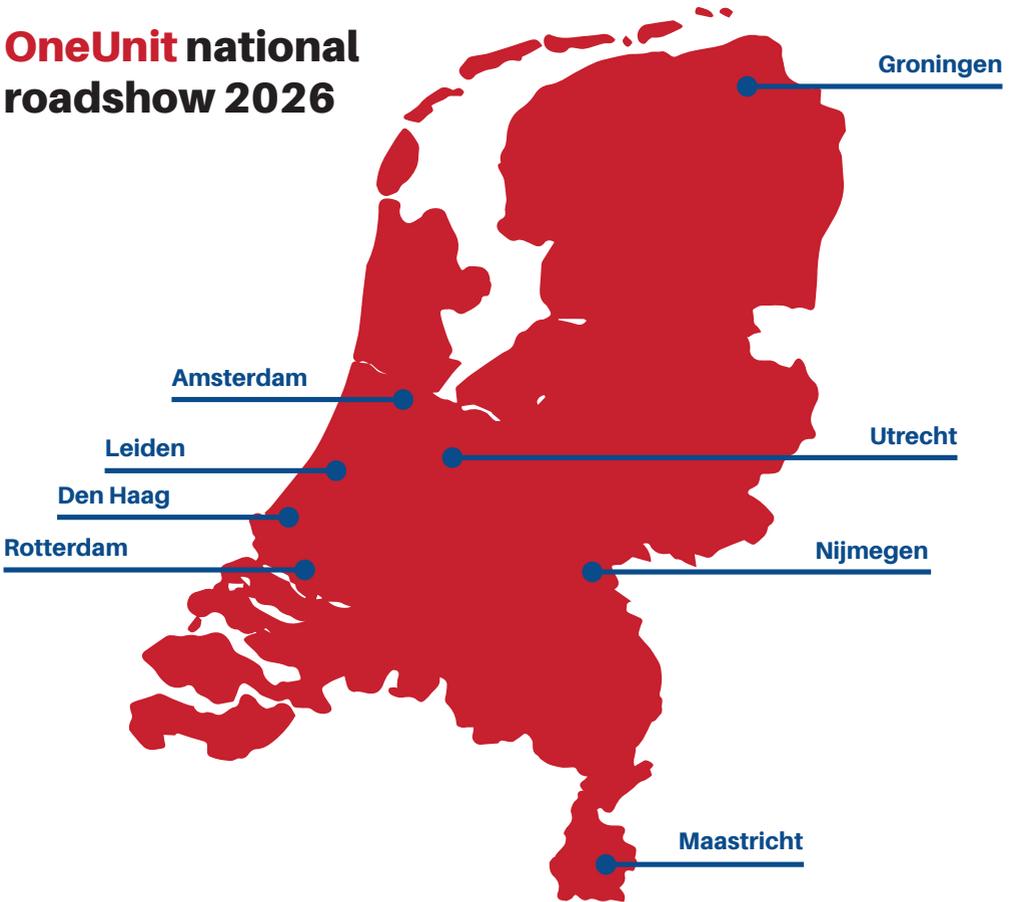
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OneUnit menus in venues

We're encouraging horeca businesses to add a new category to menus. We're all familiar with regular cocktails and the 0% category. **OneUnit** cocktails and mixed drinks sit in the middle.

- ★ We will provide **complimentary** in-house bar training and menu design to your horeca venue team, plus photography to share on your social media channels.
- ★ Giving guests a conscious and considered choice so they know exactly what they are drinking and how it compares to other alcohol options.
- ★ Maximising gross profit for venues with elevated cocktails and mixed drinks that don't compromise on flavour or flair.

OneUnit national roadshow 2026



SPiRITSNL | SHARP

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