

PRIZE CONTEST

"THE VERO BARTENDER – THE GLOBAL TALENT 2023"

CL 335/2023

SPONSOR

Montenegro S.r.l., Via E. Fermi 4, 40069, Zola Predosa (BO) – VAT and Tax Code 12654600159 (hereinafter, the “**Sponsor**”).

DELEGATED ENTITY

Clipper S.r.l., Viale Caterina da Forlì 32, 20146 Milan – VAT and Tax Code 06601410159 (hereinafter, the “**Delegate**”).

TYPE AND NAME

Contest for merit prizes entitled “*THE VERO BARTENDER - The Global Talent 2023*” (hereinafter, the “**Contest**”) governed by these rules (hereinafter, the “**Rules**”).

CONTEST THEME

The theme on which the Contest is based is “**Timeless Spirit**”/“**90s CALLING**”: the starting point and inspiration will therefore be the iconic cocktails that became very popular in the 1990s and are still considered cult classics. Everything from the preparation to the service to the final presentation must be set in a 90s world that must be emphasised, revisited and reinterpreted using Amaro Montenegro as the main element of the recipe (an Amaro Montenegro-based cocktail that can be served to at least 4 people, to encourage coming together and sharing).

DURATION

The Contest will take place in Bologna on **10 April 2024** (the exact date and time of the final event may differ without, however, altering the characteristics of the Contest and the rights acquired by the Finalists).

ADVERTISING

The Contest will be advertised from 21 November 2023 on the website at the following page: <https://www.theverobartender.com/>

The Sponsors reserve the right to adopt additional forms of advertising, in compliance with the provisions of Italian Presidential Decree 430/2001 on prize-winning events. Any initiatives implemented to advertise the event will comply with these Rules.

VENUE

City of Bologna

WHO CAN PARTICIPATE

The Contest is aimed at 10 (ten) professional bartenders of legal age who have won the previous competitions organised by the Sponsor, which took place in the country of origin of each of them (hereinafter, the “**Competitors**”).

Please note that the number of competitors may change depending on the number of countries where the competitions organised by Montenegro took place before the start of the Contest.

PROMOTIONAL PRODUCTS AND PURPOSE OF THE CONTEST

The Contest is organised with the dual intent of encouraging familiarity with the Sponsor and its Amaro Montenegro product and developing the creativity and imagination of the Competitors.

The Competitors will be required to re-propose the Amaro Montenegro-based Cocktail which each of them has already created in the competitions they took part in and won in their country.

CONTEST PROCEDURES

In order to achieve the aforementioned purpose, the Sponsor is organising the Contest, which will take place in Bologna on 10 April 2024 in the presence of a notary or official from the Chamber of Commerce. The Contest will take place **in English**: the competitors will therefore need to be able to express themselves in this language.

CONTEST MECHANICS:

A special Jury composed of experts in the field will assess the Competitors: there will be at least 4 (four) jurors involved. During the day, the Competitors will have to compete in 1 (one) test, in which specific scores will be assigned, as described below. The order of entry on stage will be selected by draw and there will be 2 (two) stations, although the competitors will proceed one at a time to prepare the cocktail.

TEST 1: REPRODUCING THE AMARO MONTENEGRO-BASED COCKTAIL PRESENTED IN THE COUNTRY COMPETITIONS

Each competitor must make **at least 4 (four) servings** of their cocktail.

The characteristics of the recipe presented must be as follows:

- the cocktail shall represent the theme **“Timeless Spirit”/“90s CALLING”**: a recipe must be created that is inspired by 90s culture, is presented in a creative way and calls to mind the buzz of those years through the ingredients, preparation, service and garnish;
- the drink shall be an original Sharing Cocktail: it shall be served using an innovative and creative mode of service that encourages sharing in 4 (four) or more individual servings;
- it shall contain a minimum of 3.0 cl /1 oz of Amaro Montenegro per person;
- it shall have an edible garnish;
- the recipe shall contain a maximum of five (5) ingredients, including syrups, fruit juices, dashes (1 dash = 4-5 drops) and drops or squirts;
- the use of a maximum of two (2) ‘home-made’ ingredients (e.g. syrups, jams, infusions) is permitted, provided that they are described in detail and can be easily replicated;
- the cocktail recipe must be uploaded indicating the amount of ingredients per person (regardless of the number of servings proposed);
- each ingredient must be specifically indicated in the corresponding field and the type must be clearly stated;
- the quantities of the ingredients used must be expressed in cl/oz, except for bitters, sauces and condiments, the quantity of which can be expressed in drops or squirts;
- the drink preparation technique can be freely chosen and must be indicated on the registration form;
- the type of ice used must be indicated;
- in the service method, the type of glass and container used must be indicated;
- the garnish will not be considered an ingredient;

- it must be possible to repeat the recipe;
- any replacement or questionable ingredient in the original recipe sent by the competitor at the time of the request to participate must be approved by the Montenegro Jury before the start of the mixing phase, during the Global Final;
- the total time available for the preparation of the cocktail is seven (7) minutes.

Competitors must arrive equipped with the decorative garnish required for the recipe. Only edible decorative garnish will be allowed.

All Competitors must bring their glasses, containers, tools and all the ingredients necessary for the creation of the cocktail, provided they comply with current hygiene and health legislation and do not display logos, brands or other recognisable features, except the Amaro Montenegro logo.

The following criteria will be assessed by the Jury:

- taste and balance** (overall balance and taste of the recipe, according to the description provided) = 0 to 10 points
- enhancement of Amaro Montenegro (ability to enhance the product in the recipe, according to the description provided) = 0 to 10 points**
- inspiration and creativity (creativity and originality of the drink and how it is served, according to the description provided) = 0 to 10 points**
- technique (style of preparation and technical execution) = 0 to 10 points**
- presentation and performance (appearance of the drink, ability to talk about the drink and personality at the bar) = 0 to 10 points**
- overtime (penalty in case of exceeding the maximum time for the preparation of the drink) = -1 point for each extra minute in excess of the 7 minutes allowed (up to a maximum of 5 minutes).**

Maximum score obtainable: 50 points

Based on his or her preference, each judge will mark a score on his or her record.

The use of brands or products in competition with Amaro Montenegro, belonging to the same product category (bitters), will not be allowed.

Where possible, the use of brands and alcoholic products distributed in Italy by the Montenegro Group is also suggested, such as:

- Vecchia Romagna Etichetta Nera, Vecchia Romagna Riserva Tre Botti
- Rosso Antico
- Select Aperitivo
- Coca Buton
- Rabarbaro Bergia
- Maraschino Buton
- Chazalettes Vermouth Rosso, Bianco and Extra Dry
- Jose Cuervo Tequila Especial Silver, Especial Reposado
- Jose Cuervo Tequila Tradicional Silver, Tradicional Reposado
- 1800 Tequila Silver, Anejo, Reposado

- Bushmills Irish Whiskey Original, Black Bush, 10 years, 16 years
- Boodles British Gin
- Ron Matusalem Platino, Anejo, Solera 7, Gran Reserva 15, Gran Reserva 23
- Kraken Black Spiced
- Vodka Beluga Noble, Transatlantic Racing
- Belenkaya Vodka
- Finlandia Vodka
- Jack Daniel's Old Nr.7
- Jack Daniel's Tennessee Rye
- Jack Daniel's Tennessee Honey
- Gentleman Jack
- Jack Daniel's Single Barrel
- Jack Daniel's Single Barrel Rye
- Woodford Reserve

If brands or products are used that are in competition with the aforementioned products, the organisation reserves the right to replace them with alcoholic products of the same category and type, distributed in Italy by the Montenegro Group.

The absolute winner will be crowned following the meeting of the Jury and will be the person who obtains the highest score from the sum of all the scores (hereinafter, the "**Winner**"). In the event of a tie, the recipes with the highest score in the taste and balance of the drink will be chosen and, if Competitors are still tied, lots will be drawn.

PRIZES

The Winner shall be awarded:

- 1 travel package with entry to Bar Convent in either New York or Berlin with an approximate value of €6,000.00 + VAT (value estimated at the time of drafting the Rules).

The Prize shall be either:

- travel package to New York with entry to Bar Convent Brooklyn for each of the two days scheduled for 11 and 12 June 2024, valid for 1 person, for 5 days/4 nights including: intercontinental round-trip flight in economy class or higher with departure from an airport based in the winner's country, and accommodation in a 4* hotel or higher including overnight stay and breakfast.

The prize may be enjoyed between 10 June 2024 and 14 June 2024 during Bar Convent;

or:

- travel package to Berlin with entry to Bar Convent Berlin for each of the three days scheduled for 7, 8 and 9 October 2024, valid for 1 person, for 5 days/4 nights including: intercontinental round-trip flight in economy class or higher with departure from an airport based in the winner's country, and accommodation in a 4* hotel or higher including overnight stay and breakfast.

The prize may be enjoyed between 6 October 2024 and 10 October 2024 during Bar Convent.

The prize is strictly personal to the winner and may not be transferred in any way to a third party.

Please note that the Montenegro Group will make the reservation in agreement with the winner within 2 months from the date of departure.

Transfer costs from the winner's place of residence to the airport of departure and vice versa, travel documents (e.g. ESTA), personal and extra expenses, meals and anything not expressly indicated herein are excluded. Transfer from the New York or Berlin airport to the hotel and vice versa and internal transfers are included.

The traveller must comply with the USA or Europe border control regulations (in particular, it is recommended that the traveller hold an electronic passport or, alternatively, a tourist visa for entering the USA, as well as the ESTA form necessary for departure to the USA. For full details on USA entry documentation, check the website www.usembassy.it).

The winner may not choose a destination or period other than those stated in these Rules. Only if there are currently unforeseeable situations that make it impossible to take the trip or if the minimum safety conditions are not met will the Sponsor reserve the right to offer the winner, at its discretion, a different package or prize, with similar characteristics and a similar or higher value.

The winner will be solely responsible for the preparation of personal/travel documents and the necessary authorisations that enable travel to, entry into and staying in the USA or Europe.

The winner will be responsible for complying with the regulations and restrictions relating to the COVID-19 health emergency or other health provisions that may be in force at the time of use of the Prize.

The Prize may change as a result of any developing health and/or other emergencies.

To enable the use of video footage and photographs and the name and surname of the Winner and the contributions collected during the Contest on any media, the Winner undertakes to sign a special release that will be provided by the Sponsor.

PRIZE POOL

In order to guarantee payment of what has been promised, the Sponsor shall provide a deposit of €6,000 (six thousand//00) + VAT.

COMMUNICATION OF WINNINGS

The winner will receive a notification at the contact details provided to the Sponsor during the participation, communication to which it must provide a response within 7 calendar days of receipt. The winner must respond within the time frames indicated in said notification and state a preference from among the available travel packages. Please note that once a travel package has been chosen, it cannot be changed.

It is the responsibility of the Competitor to ensure that the contact details provided are current and correct; otherwise, the Competitor cannot be guaranteed enjoyment of the prize.

Acceptances from names or e-mail addresses other than those selected will not be considered valid.

OBLIGATIONS AND WARRANTIES

Participation in the Contest is free of charge.

The Sponsor reserves the right to change the dates scheduled for the trip if changes have to be made to the Bar Convent Brooklyn or Berlin events.

If the prize is unavailable, the Sponsor reserves the right to replace the Prize (or parts thereof) with alternative goods or a service of equal or greater value.

No alternatives will be offered in cash, gold tokens or other goods or services.

The Sponsor reserves the right to exclude a Competitor if:

- it has reasonable grounds to believe that the Competitor has not respected all the criteria for participation;
- the Competitor has provided false, inaccurate or misleading personal data and/or information;
- the Competitor has violated these Rules.

Participation in the Contest implies full and unconditional acceptance of all the clauses laid down in these Rules.

The Sponsor cannot, under any circumstances, be held responsible for any problems arising during the enjoyment of the prize. Moreover, by participating in the Contest, the Competitors shall indemnify and hold harmless the Sponsor against any problems or damage and/or injuries, to property and/or persons, arising during the participation and enjoyment of the prize.

The prize will be made available in sufficient time to enable the winner to benefit from it and, in any case, within 180 (one hundred and eighty) days from the date of selection.

WAIVER OF RECOURSE

The Sponsor hereby agrees to waive its right of recourse against the winners with regard to the withholding tax referred to in Article 30 of Italian Presidential Decree no. 600 of 29/9/73.

CHARITABLE DONATION

Unassigned prizes will be donated to charity to Fondazione Ant Italia Onlus - Via Jacopo di Paolo 36 – 40128 Bologna (BO), tax code 01229650377.

ACQUISITION AND PROCESSING OF PERSONAL DATA

Pursuant to Article 13 of Italian Legislative Decree 196/2003, as subsequently amended and supplemented, and Regulation (EU) 2016/679, personal data will be used by the Sponsor for activities connected with the running of the Contest and for all activities related to the same Contest (including, but not limited to, reports, telephone/e-mail contacts or other).