



## **2022 COCKTAIL COMPETITION**

### **-ROSSI D'ASIAGO Distillers since 1868-**

#### **PROMOTER**

Antiche Distillerie Riunite Srl, Via Montegaldelle 72, Barbarano Mossano, Vicenza, Italy VAT number and tax code 02305090249 (hereinafter "the Promoter").

#### **TYPE AND NAME**

Merit prize competition called "**2022 COCKTAIL COMPETITION ROSSI D'ASIAGO AKADEMYLAB 20/20**" (hereinafter Competition).

#### **THEME OF THE COMPETITION**

Participants will have to create an original drink with one of the products of the Rossi d'Asiago distillery: Antica Sambuca, Volare Liqueurs, Kranebet Botanic Juniper Liqueur. Inspired by this edition's theme "Magic" the bartenders have to create a recipe that will amaze, fascinate and intrigue the judges #MakeItMagic

#### **DURATION**

The Competition will take place according to the schedule indicated below:

- Deadline for receiving the cocktail recipes and your personal data: **by 23rd August 2022 at 11:59 p.m**
- Selection of the 7 finalists: **by 1st September 2022**
- Final Live Audition: **20th September 2022 in Asiago, Italy.**

#### **AREA OF CONDUCT**

The competition is valid in all countries.

#### **RECIPIENTS**

The Competition is open to all professional bartenders who are of age at the date of participation, resident or domiciled in the aforementioned countries.

## **PRODUCTS IN PROMOTION AND PURPOSE OF THE COMPETITION**

The Competition is organized with the dual purpose of:

1. encourage the knowledge of the Promoter and its products, as well as the use of the same in mixology;
2. develop the creativity and imagination of the Participants, who will be asked to create a drink based on the Rossi d'Asiago products among those specified below.

## **ADVERTISING**

The Competition will be advertised through the website [www.rossidasiago.com](http://www.rossidasiago.com), on which the complete Regulation will be present, on websites and / or sector publications, through the Social Media platforms and on the field.

## **METHOD OF CONDUCTING THE COMPETITION**

In order to achieve the aforementioned purpose, the Promoter organizes the Competition as follows:

1. **Send of the recipe via email to: [international@rossidasiago.com](mailto:international@rossidasiago.com)**, with the recipe (photos and text)
  2. Preselection of seven finalists by a jury made up of experts
- Live Audition final on **20<sup>th</sup> September 2022 in Asiago, Italy.**

## **ROSSI D'ASIAGO PRODUCTS FROM WHICH TO CHOOSE AS A BASE OF THE COCKTAIL:**

- Volare Liqueurs
- Kranebet Botanic Juniper Liqueur
- Antica Sambuca Classic and Antica Sambuca with flavours-Liqueurs

## **1. EMAIL REGISTRATION**

All Participants, as above best defined, to take part in the Competition must first send an email to [international@rossidasiago.com](mailto:international@rossidasiago.com) sending the data indicated as mandatory (name, surname, name and address of the bar / place where they work, email address, telephone contact, tax code, domicile address, region of domicile,) and a brief description of yourself and of your cocktail recipe. With the release of the data, the

Participants give their consent to the publication of their name, surname and place of residence in the spaces that Rossi d'Asiago dedicates to the competition.

By submitting the above information, Participants agree to:

- Give consent to Antiche Distillerie Riunite Srl to use the data for the purposes and in the manner illustrated in the General Data Protection Regulation (GDPR n. 679/2016) on the dedicated website;
- Accept the Regulations and declaration of acknowledgment of the same.

The same Participant, recognizable by the tax code, will have the right to register for the Competition only once: a single Participant can be associated with each tax code and each Participant can register using a single tax code. No participation under a false name, false identity or fictitious identity will be allowed. The Promoter reserves the right to verify the identity of the Participants (also by requesting a copy of the identity document) and to take any appropriate action in this regard in the event of a violation of this rule.

Provided that they have proceeded according to the provisions and subject to acceptance of these Regulations and the information on the processing of personal data, Participants will be able to access the competition section by sending the original cocktail recipe based on the products of the Rossi d'Asiago distillery via email.

The characteristics of the submitted recipe must necessarily be the following:

- the cocktail is a recipe;
- the recipe contains a minimum of 3.0 cl / 1 oz of a product from the Rossi d'Asiago distillery;
- a photograph of the cocktail must be sent;
- the recipe contains a maximum of five (5) ingredients, including syrups, fruit juices, dashes (1 dash = 4-5 drops) and drops or sprinkles;
- the use of a maximum of two (2) "home made" ingredients (eg syrups, jams, infusions) will be authorized, as long as they are described in detail and easily replicable;
- each ingredient must be expressly indicated and the must be clearly indicated its type;

- 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 sprinkles;
- the drink preparation technique is free and must be indicated in the registration email;
- garnish will not be considered an ingredient;
- the recipe must have repeatability characteristics;
- any substitution or questionable ingredient in the original recipe sent by the competitor at the time of the request for participation, must obtain the approval of the Rossi d'Asiago Jury before the start of the mixing phase, during the final.

It should be noted that recipes with content characteristics different from those indicated will not be considered valid (by way of example: recipes that do not contain a Rossi d'Asiago product among those indicated, recipes that are accompanied by drawings, etc. will not be valid). Each Participant can upload only one recipe, corresponding to a single drink created using Rossi d'Asiago products. All recipes uploaded will be preliminarily screened by an internal commission of the Promoter which reserves the right to eliminate and not consider valid for the purposes of participation in the Competition those that do not comply with the aforementioned technical and / or content requirements. The Promoter reserves the right to obscure the brand in the case of products competing in the Rossi d'Asiago range: in the publication of the recipes, spirits not belonging to the Rossi d'Asiago or Competitors range will be indicated by product category, without reference to other brands. By way of example, the following will not be considered valid:

- recipes that are clearly not the work of the Participant;
- recipes with an obscene, vulgar, offensive, insulting, discriminatory content or which are contrary to public morality and morality;
- recipes that refer in the naming, in whole or even partially, to trademarks and / or names and / or other intellectual or industrial property rights, owned by third parties;
- recipes sent by underage Participants;
- recipes not accompanied by a photograph or not compliant with the provisions of these Regulations being sent.

The discarded recipes will however remain available for any subsequent checks. All the recipes accepted by the commission will take part in the Preselection which will decide the selected ones and can be published on a specific section of the website.

## **2. PRESELECTION**

The Preselection will be carried out by the 1st of September 2022. A Jury will select **n. 7 Participants**, in addition to a further n. 2 reserve Participants, who will take over from the Selected in case of irregularities or unavailability or impossibility of the original selected.

As far as possible, the anonymity of the Participants will be guaranteed during the pre-selection of candidates. The same Participant can only be selected once.

The Jury will be composed of a minimum of n. 3 people, industry experts. The composition of the Jury may differ according to contingent needs: the presence of suitable persons will be guaranteed to judge the recipes received. Based on their preference, each judge will assign the following score:

- **taste and balance of the drink** = from 0 to 10 points
- **enhancement of Rossi d'Asiago products in the recipe** = from 0 to 10 points
- **inspiration and creativity** = from 0 to 10 points

Maximum score obtainable in this phase: 30 points.

## **3. FINAL**

The 7 candidates identified following the Preselection, will have to take part in the Final which will determine the Winner of the Competition.

The Final will take place on **20<sup>th</sup> September 2022** in Asiago (the exact definition of the day and time of the performance of the final event may differ without altering the characteristics of the Competition and the rights acquired by the Finalists). Should

there be any changes regarding the chosen location and date, the Finalists will be promptly notified.

Each selected person will be contacted personally (via email / telephone using the contact submitted during registration) and will have to confirm their presence at the event by the deadline indicated in the notice of call. Receiving nothing, the promoting company will exclude them from the Competition and contact, in order of selection, the relative reserves.

The selected Participant who cannot attend the event cannot delegate a third person: participation is strictly personal and non-transferable. In the case of communication via email, the Promoter and the delegate do not assume any responsibility if:

- the mailbox is full;
- the email and / or telephone number indicated during registration were incorrect or incomplete; there was no response from the host computer after sending the e-mail notification of the win;
- the mailbox is disabled;
- the email indicated during registration was included in a blacklist.

With the confirmation of their presence, the selected ones give their consent to use the videos / photos made during the event in the spaces that Antiche Distillerie Riunite Srl will dedicate to the Competition. In particular, the candidates assign to Antiche Distillerie Riunite Srl the right to use (including for advertising purposes), modify, reproduce, even partially, disseminate (by any means permitted by technology and in the manner deemed most appropriate by Antiche Distillerie Riunite Srl), distribute, prepare derivative works, view and disseminate in any format and through any channel the video (s) made and the photo (s) made. To participate in the Live Auditions, Competitors must present themselves at the indicated location. The day, time and location will be communicated to the Participants in time to organize themselves, at least 7 days before the live event.

### **MECHANICS:**

A special Jury composed of sector experts will take care of evaluating the Participants: the jurors involved will be at least 3. During the Final the Participants will have to confront each other by preparing their original cocktail, which will be evaluated through the assignment of specific scores. In the event of a tie between one or more

Competitors, the recipes with the highest score in the taste and balance of the drink will be chosen.

#### SINGLE TEST: REPRODUCTION OF COCKTAIL PRESENTED ONLINE BASED ON ROSSI D'ASIAGO PRODUCTS

Each competitor must make **at least 4 serves** of their own cocktail. The time available for the preparation of the cocktail is ten (10) minutes in total, of which three (3) minutes for the setup of the station and seven (7) for the preparation and presentation. Competitors must arrive equipped with the decorative garnish provided in the recipe. Only edible decorative garnishes will be allowed.

All Participants selected for the Final must bring their glasses, containers, tools and all the ingredients necessary for the creation of the cocktail, as long as they comply with the sanitary regulations in force and do not carry logos, brands or other recognizable elements, except the logo of the brands of the Rossi d'Asiago distillery.

The following parameters will be evaluated by the Jury:

- **taste and balance** (balance and overall taste of the recipe, based on the description provided) = from 0 to 10 points
- **enhancement of the products** (ability to enhance the product in the recipe, based on the description provided) = from 0 to 10 points
- **inspiration and creativity** (creativity and originality of the drink and of the service method, based on the description provided) = from 0 to 10 points
- **technique** (style of preparation and technical execution) = from 0 to 10 points
- **presentation and performance** (appearance of the drink, ability to tell one's own drink and personality at the counter) = from 0 to 10 points
- **overtime** (penalty in case of non-compliance with the maximum time for the preparation of the drink) = -1 point for every extra minute compared to the 7 minutes allowed (up to a maximum of 5 minutes).

Maximum score obtainable: 50 points

The use of competitor brands of the Rossi d'Asiago distillery, belonging to the same product category, will not be allowed.

In addition to the main ingredient chosen as the base of the cocktail, it is also suggested, where possible, the use of brands and alcoholic products produced by Antiche Distillerie Riunite Srl, such as:

- Volare Liqueurs (Classic, Fruits, Herbs, Specialities, Non Alcoholics)
- Kranebet Botanic Juniper Liqueur
- Antica Sambuca Classic
- Antica Sambuca with flavour-Liqueurs
- Amaro Asiago
- Limoncello Rossi d'Asiago
- Classico Rossi Bitter Rosso
- Classico Rossi Bitter Bianco

The winner of the final prize (followed by the ranking of the remaining Finalists to be used as reserves) will be defined on the basis of the score obtained in the Test. In the event of a tie, the participant with the highest score in the taste and balance of the drink will be chosen and, continuing the tie, a draw will be made among those entitled.

## **AWARDS**

### **Award for the 7 finalists:**

For each of the n. 7 selected for the Final, a weekend in Asiago with Masterclasses, activities and progress of the Final.

- N. 1 trip to Asiago for one person consisting of round trip transfer by 2nd class train or economy class flight. Any additional expenses incurred will be covered by the Competitors.
- N.1 overnight stay in Asiago for one person in a single room
- The estimated average indicative value, which varies according to the place of residence of the winners and the means of transport used, of each package is € 250 + VAT.
- If the Selected to take part in the Final wish to reach the place where the selections were made with their own car or with other transports other than those proposed, the travel expenses will be at their expense;



- The choice of the transport (train or plane) will be agreed between the promoting company and the Competitors;
- The transfer costs from the Finalists' home to the departure and station / airport return will be borne by the Competitors themselves;
- Any additional overnight expenses in addition to the nights provided and all personal expenses not expressly indicated will be covered by the Competitors. The use of the stays is foreseen on the occasion of the Final.

**Prize for the final Winner:**

Prize with a minimum value of € 2,000.

**COMPLIANCE AND GUARANTEES**

Participation in the Competition is free, except for the cost of connecting to the internet service defined by the tariff plan of the telephone operator used by the Participant and which does not represent any income for the Promoter.

The Promoter assumes no responsibility for access problems, impediments, malfunctions or difficulties concerning the technical tools, the computer, the cables, the electronics, the software and the hardware, the transmission and the connection, the telephone line that may prevent a Participant from taking part in the Contest.

The Promoter reserves the right to replace the Reward (or parts thereof) with an alternative good or service of the same or higher value.

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

The Promoter reserves the right to exclude a Participant if:

- it has reasonable grounds to believe that the Participant has not complied with all the participation criteria;
- the Participant has provided personal data and / or untruthful information that is inaccurate and misleading;
- the Participant has violated these Regulations;

Participation in the Competition implies full and unconditional acceptance of all the clauses of these Regulations.

The servers that record the data of the Participants and the individual holdings are located in Italy.

## **WAIVER OF RETURN**

The Promoter declares to waive the right to claim the withholding tax referred to in art. 30 DPR 600 of 29/9/73 in favor of the winners.

## **ACQUISITION AND PROCESSING OF PERSONAL DATA**

Pursuant to art. 13 of the General Data Protection Regulation (GDPR n. 679/2016), personal data will be used by the Promoter for the activities related to the running of the Competition and for all the activities connected to the Competition itself (by way of example and not limited to: minutes, telephone / email contacts or other).

## **SENDING AND USE OF THE IMAGES**

The uploading of recipes and photographs by the user implies the authorization to publish them on the site dedicated to the Competition and constitutes implicit acceptance of all the conditions listed below.

The Participant in the Competition declares that the recipes, the invented name of the drink and the photographs sent are original as well as being the exclusive and legitimate owner of all copyrights and exploitation rights, including economic ones. The Participant in the Competition declares to be aware that the responsibility for the content of what has been sent (recipe, invented name and photograph) is his responsibility and declares to have acquired all the rights and disclaimers for the use and dissemination of what has been sent (recipe, invented name and photograph) and that therefore the relative publication (of the recipe, invented name and photograph) by the Promoter will not violate the rights of third parties.

The Promoter reserves the right to remove at any time contents (recipe, invented name and photograph) which are unsuitable, vulgar, offensive, offensive and contrary to public morality and decorum.

The Participant in the Competition declares to be responsible for his / her own contents (recipe, invented name and photograph) indemnifying and keeping the Promoter harmless from any claim and / or action of third parties and will be required to indemnify the same from any prejudicial consequence, including any legal expenses, also of an out-of-court nature, that the Promoter should suffer as a result of the violation of the above.

Finally, the Participant is also responsible for ensuring that the publication of their contents (recipe, invented name and photograph) does not raise any type of legal dispute and is not harmful to the rights of others: any non-compliance will be sanctioned with exclusion from the Competition.

The Participant, by joining the Competition, declares and agrees to transfer all the rights of its contents (recipe, invented name and photograph) to the Promoter without time limits, exclusively, in the manner that the Promoter deems most appropriate, even unrelated to the Competition (excluding its use in contexts that compromise personal dignity and decorum) and not to claim any economic recognition.

The Participant guarantees that nothing sent is contrary to the law: by way of example but not limited to, the content of the recipe is not obscene, defamatory, profane, racist, child pornographic or in violation of intellectual property rights, rights moral rights, copyrights or personal data rights of third parties, publication rights and in general respects the provisions of the law on copyright (Law 22 April 1941, no. 633) and subsequent amendments. The material sent for participation will not be returned.

**ROSSI D'ASIAGO DISTILLERS SINCE 1868**  
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