



— WORLD'S MOST —  
**EXPERIMENTAL  
BARTENDER**  
— 2016 —

## TERMS AND CONDITIONS

### For the global final of the Glenfiddich World's Most Experimental Bartender competition

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These are the rules for the global final of the Glenfiddich World's Most Experimental Bartender competition for the chance to be crowned "the Glenfiddich World's Most Experimental Bartender" and to receive support to launch the entrant's innovative entry.

Entry instructions are deemed to form part of these terms and conditions.

By participating in the Promotion all entrants (bartenders and collaborators) will be deemed to have accepted and be bound by these terms and conditions. The bartender's collaborator must also comply with these rules.

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#### WHAT IS THE PROMOTION?

The promotion is a competition to win the Prize described below (the **Promotion**).

#### WHAT IS THE PRIZE?

The Prize is for a bartender to be crowned "the Glenfiddich World's Most Experimental Bartender" and for the Promoter to support the launch of the innovative entry or product created by that bartender and their collaborator (the **Prize**). There is one Prize in total for the entire Promotion.

#### WHO CAN ENTER?

The Promotion is open to anyone who won one of Glenfiddich's local "Most Experimental Bartender" competitions in a "participating market" (see below) and is: (a) a resident of one of the participating markets; (b) over the age of 18 years old; and (c) working as a bartender in the On-Trade of their participating market.

The "participating markets" are: Australia; Switzerland; Germany; United Kingdom; United States of America; the United Arab Emirate of Dubai; India; Colombia; and South Africa.

All bartenders entering the Promotion must have collaborated with another innovative individual who is not a bartender and who is: (a) a resident of a participating market; and (b) over the age of 18 years old. Bartenders must have permission from the collaborator to his/her involvement in the Promotion.



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The collaborator must be the same collaborator that the bartender worked with in Glenfiddich's local "Most Experimental Bartender" competitions

Proof of residence and age will be requested. The Promoter reserves the right to verify any other details of any bartender, collaborator, entrant or the winner. Any information requested must be provided within 14 days of the request.

Employees of William Grant & Sons Brands Limited (the **Promoter**) or any company within the same group of companies as the Promoter, and their immediate families, their agents or anyone professionally associated with the Promotion (including the marketing agency, Purple Creative) (**Associates**) are not allowed to enter the Promotion.

#### HOW TO ENTER THE PROMOTION?

Bartenders and their collaborators who won the local competition will be automatically entered into this Promotion, unless they indicate to the Promoter that they do not wish to participate before 7<sup>th</sup> October. The Registration Form that bartenders submitted to enter the Glenfiddich's local "Most Experimental Bartender" competitions will be submitted to the Promoter automatically.

To participate in this Promotion, the bartender and their collaborator must attend and take part in the global final of the Glenfiddich World's Most Experimental Bartender competition in Dufftown, Scotland on 7<sup>th</sup>-11<sup>th</sup> November 2016.

If the bartender's entry involves a cocktail recipe, it must contain a minimum of 25ml of a Glenfiddich whisky and the total combined alcoholic ingredients must be equivalent to no more than 75ml at 40% alc./vol (i.e. no more than 3 units of alcohol per serve).

Entrants warrant that any serves or innovations which they make during the Promotion are their own creation and are not copied from any other source and contain no copyright or intellectual property from any third party.

The Promoter reserves the right to contact a bartender or collaborator for any clarification or verification required.

Only one entry to this Promotion per person is allowed (this means bartenders can only enter once and collaborators can only work with one bartender who enters the Promotion).

Entry is free of charge and no purchase is necessary to enter the Promotion or to claim the Prize.



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Any entries which are deemed offensive, abusive, illegal or derogatory, or which contain profanity or illegal activities, shall be disqualified.

Any entries which would breach the Promoter's obligations regarding the responsible marketing of alcoholic products (e.g. entries that suggest or encourage irresponsible drinking/behaviour or that feature anyone who is under the age of 25) will be disqualified. The Promoter's decision on this shall be final.

Entries must not contain or refer to any third party brand or competitor of the Promoter and must not contain or reference any third party names, logos and/or trademarks.

#### WHAT'S INCLUDED AND WHAT'S NOT INCLUDED IN THE PRIZE?

The winner of the global final of the Glenfiddich World's Most Experimental Bartender competition will be the winner of the Prize. The Prize includes:

- the bartender being crowned "the Glenfiddich World's Most Experimental Bartender".
- the Promoter supporting the launch of the bartender and their collaborator's innovative product or idea.
- an invitation to judge the "the Glenfiddich World's Most Experimental Bartender" competition 2017 if the Promoter decides to run this Promotion next year.

The Promoter reserves the right to change any part of the Prize if required. The Promoter will make all reasonable efforts to keep entrants informed if this happens.

The Promoter will determine what type of support is appropriate to launch the winning innovative product or idea. The Promoter reserves the right to refuse to support the launch of a product which would cause the Promoter to be in breach of any of its legal obligations or its responsibilities.

The Promoter cannot be held responsible for any circumstances that may cause the winning bartender or their collaborator to be unable to claim any part of the Prize.

#### WHEN DOES THIS PROMOTION CLOSE?

To participate in this Promotion, the bartender and their collaborator must attend the global final of the Glenfiddich World's Most Experimental Bartender competition in Dufftown, Scotland on 7<sup>th</sup>-11<sup>th</sup> November 2016.

The Promoter's decision about whether entrants have participated in the final will be final.



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## HOW WILL THE WINNER BE CHOSEN?

An independent judge or a panel that includes one independent member will judge all entries heard at the global final of the Glenfiddich World's Most Experimental Bartender competition in Dufftown, Scotland on 7<sup>th</sup>-11<sup>th</sup> November 2016. Their decision is final in all respects.

Judging will be based on the entrant's Registration Form [and presentation at the final in Dufftown], and scored against the following criteria:

- Inspired by Glenfiddich - the winning entry will be inspired by, or with, any Glenfiddich expressions that are in the bartender's bar and will create something that consumers of Glenfiddich will love and talk about (whether a sensory, experiential or a whisky serve).
- Experimentation – the winning entry will demonstrate true maverick spirit, innovation and experimentation.
- Collaboration – the winning entry will be a collaboration between a bartender and another maverick individual (both of whom must be allowed to enter under the terms of these rules).
- Activation Success – the winning entry will have been brought to life and activated in the On-trade in the entrant's country of residence. Success will be demonstrated by sales, media impressions, films or testimonials. All activations carried out by entrants must be legal and social responsible.
- Glenfiddich Whisky Making Knowledge – the winning entry will understand the G Glenfiddich whisky making process, key messages and family anecdotes they have gained.

The winner will be chosen on 11<sup>th</sup> November 2016.

## HOW WILL THE WINNER BE NOTIFIED?

The Promoter will use reasonable efforts to notify the winner in person 11<sup>th</sup> November 2016.

The winner must accept the Prize within 1 day or he/she will automatically be disqualified and another winner will be chosen.

The Promoter reserves the right to repeat this process as often as is necessary.

Provided the winner consents, the winner will be announced by the Promoter on Glenfiddich's social media pages.

## HOW TO OBTAIN THE WINNER'S DETAILS

The full name and county of residence of the winner may be obtained after the date of judging by sending a stamped self-addressed envelope detailing your request and the name of the Promotion: **Glenfiddich World's Most Experimental Bartender final competition** to



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the Promoter at: William Grant & Sons Brands Limited, 84 Lower Mortlake Rd, Richmond, Surrey TW9 2HS, UK within 3 months of the closing date.

### PROMOTION PUBLICITY

The winning bartender and collaborator will be required to participate in publicity connected with the Promotion.

By participating in the Promotion, the winning bartender and collaborator agree that the Promoter will have the right, without additional payment or permission, to use their names and counties of residence for the purposes of announcing the winner and for related promotional purposes. Any copyright in photographs, images or film that contain entrants in connection with the Promotion belong to the Promoter and can be used in any media across the world, at any time, without restriction.

Please note that any winner under the age of 25 will not be eligible to participate in publicity because of the Promoter's obligations regarding the marketing of alcoholic products.

By participating in the Promotion, the entrants assign the Promoter the right of ownership of their entry (including any serves or innovations created for the Promotion, including name, image, description, ingredients and method) to be used for any purpose in any media, without compensation, restriction on use, attribution or liability. Participants agree not to assert any moral rights in relation to such use.

### SUBSTITUTION OF PRIZE

Substitution or transfer of the Prize by the winning bartender or collaborator is not permitted.

The Promoter has the right to substitute a Prize of similar or greater value, at its sole discretion in exceptional circumstances.

There is no cash alternative for the Prize in whole or in part.

### YOUR PRIVACY

The Promoter will only use personal data submitted by entrants in accordance with its Privacy Policy, which is available by clicking here: <http://www.glenfiddich.com/de/general/datenschutz-cookies/> and will only be used in connection with this Promotion.



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## BRAND PROTECTION

The winning bartender and collaborator must not do anything which could, in the reasonable opinion of the Promoter, bring the Promoter, Glenfiddich or any of the Associates into disrepute before, during or after this Promotion.

All entries become the property of the Promoter, and none shall be returned.

## PROMOTER

The Promoter is William Grant & Sons Brands Limited.

The Promoter's decision on all aspects of this Promotion is final and binding.

The Promoter has the right to refuse to award the Prize to anyone whom it reasonably believes has broken any of these rules.

The Promoter takes no responsibility for any entry or claim that is lost, delayed, misdirected, corrupted or incomplete or which cannot be delivered for any technical, delivery or other reason.

In the event of circumstances outside the reasonable control of the Promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this Promotion or the awarding of the Prize and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the Promotion or these terms and conditions at any stage, but will always endeavour to minimise the effect to participants in order to avoid undue disappointment.

The Promoter reserves the right to refuse to award the Prize, withdraw Prize entitlement, refuse further participation in the Promotion or disqualify an entrant if there are reasonable grounds to believe there has been a breach of these terms and conditions (or the spirit thereof) or where a participant has gained unfair advantage in participating in the Promotion or won using fraudulent means. The Promoter will be the final arbiter in all decisions and no correspondence will be entered into in relation this clause.

By participating in this Promotion, the entrants agree that, to the extent permitted by law, the Promoter is not liable for any injury, loss or damage to persons or property which may be caused, directly or indirectly, from any entrant's participation in the Promotion or from the winning bartender or collaborator participating in the Prize (except for any negligence or liability by law).



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These terms and conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Please retain a copy for your information.

The Promoter encourages responsible drinking and encourages consumers to read <http://www.drinkaware.co.uk/> for more information.

Any dispute arising in connection with this Promotion shall be governed by the law of Scotland and the courts of Scotland shall have exclusive jurisdiction.