

**RULES: CAMPARI NEGRONI COMPETITION 2019**

**Campari Negroni Competition:**

The Campari Negroni Competition is a private event organised by Campari Benelux. The company is registered in Belgium under VAT number BE 0879.829.392, with registered office at 10, avenue de la Metrologie 10 in 1130 Brussels.

This competition is restricted to Belgian and Luxembourg bartenders, who are at least 21 years of age on the day of their registration.

The Campari Negroni Competition follows a fully transparent, anonymous and independent process:

- *Transparent:* After each competition stage, the competitors will be able to view their score online by accessing their own profile.
- *Anonymous:* To guarantee a fair evaluation of each entry during Stage 1: "Negroni Concept" and Stage 2: "Negroni Cocktail", the jury will apply a blind judging process, meaning they will not receive any information about the competitor or the venue they are judging.
- *Independent:* During all the stages, the jury will be composed of independent and international members. At no time will Campari Benelux or any of its employees be part of the jury or be able to influence the decision of the jury.

**The competition has 5 stages**

• **Stage 1: Registration:**

- The only valid way to register for the competition is online on the website [www.camparinegronicompetition.be](http://www.camparinegronicompetition.be) from 15 February 2019 until 24 March 2019 at midnight.
- Only those registrations that were completed and validated before 24 March 2019 at midnight will be considered.
- To validate their registration, the competitors must fill out all the required fields and agree to the competition rules.
- To validate their registration, the competitors must confirm their availability for the competition final, which will take place on Monday 10 June 2019 in a secret location in Belgium.
- Please do not forget to validate your e-mail via the confirmation e-mail.
- At the end of the registration process, the competitors will receive an identification number (Campari###). This number will help preserve their anonymity.
- A confirmation e-mail will then be sent to them within 48 hrs so they can validate their registration.
- Entries are not officially accepted until the organisers have informed the competitor in writing of the acceptance.
- The competition is restricted to Belgian and Luxembourg bartenders who are at least 21 years of age.
- Only one participation per person.
- All incomplete registrations and all registrations that do not adhere to the competition rules will be automatically rejected without any engagement of the organizer's responsibility.

- **Stage 2: Negroni concept:**

- To validate their participation in the second stage of the competition, the competitors must log on to the website [www.camparinegronicompetition.be](http://www.camparinegronicompetition.be) and upload the following content to the dedicated spaces on their profile:
  - The name of their cocktail
  - Storytelling (max 1000 characters)
  - The recipe (see “Overall Rules” for more details)
  - A photo of their cocktail (format 1:1; min 1MB and 100 dpi)
- All texts must be in English.
- Competitors must upload this content to their profile in the period between 15 February 2019 and 14 April 2019 at midnight.
- The competitors will receive a confirmation e-mail to validate Stage 2 within 72 hours.
- Entries are not officially accepted until the organisers have informed the competitor in writing of the acceptance.
- This stage of the competition will be judged by independent and international jury members.
- For this stage, the jury members are Mauro Mahjoub, Nick Brill and Luca Picchi.
- The jury will judge the proposals according to the following criteria
  - Storytelling: 20 pts
  - Recipe: 10 pts
  - Photo: 10 pts
  - Concept (consistency of all 3 criteria): 40 pts
- Competitors can score a maximum of 80 points during this stage + 20 points for amplification (see “Stage 5: Bonus Point: Amplification”).
- The jury will blind judge the entries, meaning at no time during this stage can the jury link the entries to a specific bartender, to guarantee the transparency and neutrality of their judging.
- The results of the first stage will be announced and be made available online on 29 April 2019 at midday.
- At the end of Stage 2, the 50 competitors with the highest scores will move on to the second stage of the competition.
- A confirmation e-mail will be sent to the top 50 bartenders within 48 hours.

- **Stage 3: Negroni Cocktail:**

- Only the 50 highest scoring bartenders of Stage 2 will move on to Stage 3 of the competition.
- At the beginning of this stage, all the scores will be set back to 0 so all the competitors start again at the same level.
- To validate their participation in the second stage of the competition, the competitors must submit their creation in two separate bottles of 250ml, which are labelled with their identification number, the name

of their cocktail and the date of production, to Campari Benelux, at 10, avenue de la Metrologie in 1130 Brussels before 13 May 2019 at midnight.

- In case of claims, we will use the date of the postmark.
- The empty bottle will be supplied to the top 50 competitors by Campari Benelux at the address mentioned during the registration stage.
- A confirmation e-mail will then be sent to them within 72 hrs so they can validate their registration.
- Entries are not officially accepted until the organisers have informed the competitor in writing of the acceptance.
- The second stage of the competition will be judged by independent and international jury members.
- The jury members for this stage are Tommaso Cecca and Alex Kratena.
- During the judging process, all cocktails will be blind tasted by the jury members.
- Each jury member will taste all the cocktails.
- All the cocktails will be served in a tumbler glass filled with ice cubes with a garnish consisting of a slice of orange.
- The jury will judge the cocktails based on the following criteria
  - Balance: 10 pts
  - Mouthfeel (texture): 10 pts
  - Depth: 10 pts
  - Aroma (scents): 10 pts
  - Craftsmanship: 10 pts
  - Creativity: 10 pts
  - Total: 60 pts
- Competitors can score a maximum of 60 points during this stage + 20 points for amplification (see “Stage 5: Bonus Point: Amplification”).
- The jury will blind judge the entries, meaning at no time during this stage can the jury link the entries to a specific bartender, to guarantee the transparency and neutrality of their judging.
- The results of the second stage will be announced and be made available online on 27 May 2019 at midday.
- At the end of Stage 3, the 10 bartenders with the best scores will move on to the competition final.
- A confirmation e-mail will be sent to the top 10 bartenders.
- **Stage 4: The Final**
  - The final event will take place in Belgium on 10 June 2019.
  - At the beginning of this stage, all the scores will be set back to 0 so all the competitors start again at the same level.
  - Competitors who are unable to attend the final event will automatically be disqualified.
  - The final event is a private event, for 200 guests, and an international and independent jury.

- During the final, the top 10 bartenders must produce 200 samples (40ml) and 7 full versions of their Negroni creation (6 for the jury members and 1 for the photo).
- In order to produce the cocktails the bartender may receive bar support from a person of his/her choice.
- The name of the assistant must be communicated to Campari Benelux 10 days prior to the final for approval. The assistant may not be another competitor in the competition.
- The bartenders must communicate the list of ingredients and materials they need to produce their cocktails no later than 10 days before the final.
- Campari Benelux will personally contact the top 10 bartenders to discuss the two previous points.
- Drinks must be mixed in front of the judges, except for home-made ingredients (syrups, infusions, ...).
- Before the final, all the scores will be reset to 0. Any points the competitors scored prior to the final event will not be considered at this stage.
- 50% of the points in the final of the competition will be scored by our international jury, with our guests making up the remaining 50%.
- The jury members for this stage are Mauro Majhoub, Nick Bril, Alex Kratena, Luca Picchi, Salvatore Calabrese and Tommaso Cecca.
- Each jury member carries the same weight in the jury's decision.
- Each entry is awarded a score out of 50 points.
- During the final, the professional jury will score their recipes using the following criteria:
 

a) Technique	10%
b) Storytelling: name, history, general experience, ...	10%
c) Cocktail presentation: glassware, garnish, ...	10%
d) Taste & balance	30%
e) Creative use of ingredients	10%
f) Campari representation	10%
g) Consistency: create 7 identical Negroni	20%
- The guest jury will be composed of at least 100 people, who will all receive a personal invitation from Campari Benelux.
- Each guest has one vote. Each vote counts for 1 point. The number of votes for each bartender will be tallied at the end of the vote and will be recalculated to a score out of 50 points.
- Every jury member and every guest will have the opportunity to taste all the cocktails.
- During the evening the jury will spend a maximum of 10 minutes at each bartender's bar. During this time, the bartender must create his/her cocktail and explain the story behind it to the jury. The timeslot will be communicated in advance to all the bartenders.
- Bearing in mind that the competition has an international jury, the presentation must be done in English. A translator can be supplied on request.
- Competitors have a maximum of 5 minutes to prepare their bar, glassware, materials and ingredients and will be granted an additional 5 minutes to create and explain their cocktail in front of the jury. (10 minutes in total).

- The results will be announced at the end of the final by our jury.
- **NOTE:** All expenses for the ingredients and the assistant will be covered by Campari Benelux. Each finalist will be individually contacted by the organisers about this.
- Competitors must supply their own bartending materials (shaker, bar spoon, strainer etc.) and electric blender if required. Ice will be provided by the organisation unless the recipe or the concept requires a specific type of ice. All the materials will be supplied by Campari Benelux. Bartenders should bring any specific materials they need to produce their cocktail themselves.
- **Stage 5: Bonus points: Amplification**
  - Additional points can be won at the end of Stage 2 and Stage 3 through social media amplification.
  - We consider all posts on social media (Instagram & Facebook only) in the period from 24<sup>th</sup> March 2019 until 26<sup>th</sup> of May 2019 using the following hashtags and tags as social media amplification:
    - @Camparinegronicompetition
    - @Camparibelgium
    - #NoNegroniWithoutCampari
    - #N100
  - Note that during this period the profile of the competitors must be set to 'public'.
  - In order to guarantee equivalence between all the competitors, the evaluation will be based on the engagement rate.
  - The content will be tracked by Native Nation ( <https://nativenation.eu/>)
  - The bartenders must all register on Native Nation's website: <https://nativenation.eu/register>
  - Points can be won at the end of each previous stage of the competition:
    - Stage 2: Negroni concept: Amplification: 20 pts
    - Stage 3: Negroni cocktail: Amplification: 20 pts
    - Competitors can win a maximum of 40 points thanks to social media amplification.
  - The results of the social media amplification stage will be announced at the end of stage 1 and 2:
    - Negroni concept: 29 April 2019
    - Negroni cocktail: 27 May 2019

**Overall rules:**

1. All the recipes must contain at least 1/3 Campari.
2. When registering for the competition, all the competitors are automatically registered for Negroni Week. Please note that the registration fee will be covered by Campari Benelux. Participation in Negroni Week, which runs from 24 June 2019 until 30 June 2019 will be extremely appreciated.
3. Negroni entries must be in the form of a long or short drink, not a shot and contain a minimum of 75ml and a maximum of 120ml liquid volume.
4. All drinks must contain no more than seven ingredients, including fruit juices, syrups, drops or dashes. The competitor may spray a citrus fruit zest over the drink if specified as a garnish. With a few exceptions, it is mostly the simple drinks that have gone on to become 'classics'.
5. Home-made ingredients may be used, but the recipe must be submitted with the cocktail, and the ingredients must be commonly available.
6. The competitors must use commonly-available proprietary products, fruit and bar products (including home-made ingredients) as ingredients for their recipes.
7. Any competitor who commits plagiarism will be immediately eliminated.
8. Any competitor who attempts to cheat will be immediately disqualified.
9. The recipes that are entered in the competition must be expressed in millilitres (ml). The use of 'dashes' and/or 'drops' must be limited to bitters, hot pepper sauce and so on.
10. The garnish is not considered as a separate ingredient but must be edible.
11. An infused or transformed ingredient is considered to be one single ingredient. The process and "how to's" must be carefully stipulated.
12. Competitors must bring their own bartending materials (shaker, bar spoon, strainer etc.) and electric blender if required. The organisation will provide ice unless the recipe or the concept requires a specific type of ice.
13. The cocktails that will be tasted by the jury may be presented in any type of glass, cup or other hygienic and safe receptacle. Note, the jury will award points for presentation.
14. Campari Benelux will provide short glasses for the public.
15. By entering this competition, competitors agree to waive all possible rights, worldwide, and without any compensation, pertaining to their creations made or performed in the framework of this competition, including, but not limited to, any copyright (if applicable) or goodwill vested in their recipe(s) as well as the presentation and dressing of a cocktail, and the name of their cocktail to Campari Benelux. As a consequence, the competitor agrees that Campari Benelux, or any of its affiliates has the sole right to seek protection for the afore elements by filing an industrial property right, worldwide, including but not limited to, trademarks and designs.,
16. The competitors and the drinks they present during the competition may be photographed or recorded by the organisers. The competitors grant the competition organisers the rights to use these images (including

any future use) for commercial purposes, including advertising).The waiver of these rights is further specified in the below Image Rights declaration.

18. In case of claims, Campari Benelux is the final decision-maker on any matters related to the judging of the competition.
19. Campari Benelux will appoint the panel of judges and reserves the right to replace or appoint new judges before or during the competition.
20. Competitors who register in the competition must be available for the final on 10 June 2019, which will be held in a secret location in Belgium.
21. The venues in which the competitors work will be added to a Mapstr map, which consumers can access: [go.mapstr.com/camparimap](http://go.mapstr.com/camparimap). Bartenders must therefore consent to the geolocation of the venue at which they work on Mapstr.
22. Competitors who enter the competition must hold a fully valid BE or EU passport, be aged 21 or above, and have the ability to travel.
23. Competitors must be available to travel in the EU in 2019.
24. All questions may be addressed by email to [hello@camparinegronegioncompetition.be](mailto:hello@camparinegronegioncompetition.be)

25. The prize

a. First prize :

- i. A trip for 2 to heart of the Negroni in Italy between the 24<sup>th</sup> and the 26<sup>th</sup> of June 2019\*
- ii. Advertorial and interview in Veneuz Magazine

b. Second prize:...

- i. A €750 voucher valid at APS BAR SUPPLY

c. Third prize:...

- i. A €500 voucher valid at APS BAR SUPPLY

26. The competitor undertakes to safeguard Campari Benelux, or any of its affiliates, against any and all claims, including lawyers' fees, of third parties that pertain to, or otherwise originate from, a violation of the provisions contained in the section 'MODERATION', below.

27. The present competition rules, as well as all undertakings and declarations made in this respect, are governed by the laws of Belgium. Any dispute relating to the existence, interpretation, enforcement or validity of these rules, shall be brought exclusively before courts in Brussels, Belgium.

**MODERATION: Entries will be rejected or withdrawn if they:**

- Contain defamatory, malicious, indecent elements or any other inappropriate elements, including sexist or racist language or images.
- Contain the name, portrait, photograph or other similar element of any person without their express permission or violate intellectual property rights of a third party.
- Exhibit immoral or indecent behaviour.
- Condone or encourage violent or antisocial behaviour.
- Constitute an offence on the grounds of religion, gender, sexual orientation, nudity, disability or age.
- Refer to any brand other than the Organiser's.
- Display negative attitudes or ideas regarding the Organiser or any of his/her partners.
- Constitute a danger or a risk to health and safety.
- Include any reference or image linked to the inappropriate or excessive consumption of alcohol. –  
Violate any laws or regulations in force.

**Image rights**

I authorise the organising body to use and distribute free of charge, on a non-exclusive basis, any photographs of me or of my cocktail, which are linked to the Campari Negroni Competition 2019. I also authorise the company to utilise these photos, either wholly or partially, for educational, research, cultural or scientific purposes or for commercial use.

Use: The abovementioned photographs may be reproduced in the following media:

- Publication in the press
- Publication in Campari Benelux Distribution's or Gruppo Campari's internal communications
- Publication on the brand's Facebook, Instagram, Mapstr or YouTube page
- Publication on websites or in blogs covering the event

It is understood that the images and films may be reframed and mounted in ways other than those used in the initial shot. \*

\* In accordance with the article 8 of the European convention for the human rights & the article XI.174 of the Belgian Code of Economic Laws.