

EXPERIENCE WHISKEY



THE AMERICAN WAY

Terms and Conditions – North American Whiskey Cocktail Competition, India

1. **NO PURCHASE NECESSARY.** You must be of legal drinking age in India in your city or 21 years old (whichever is higher), be actively employed as a bartender responsible for producing alcoholic cocktails (drinks with three or more ingredients at least one of which is alcohol). The bar in which you work must stock Jack Daniel's Old No.7 and Jack Daniel's Tennessee Honey along with at least one of Woodford Reserve/Gentleman Jack/Jack Daniel's Single Barrel. The bar should be located in one of the following cities – Gurgaon, Delhi, Mumbai, Pune, Bangalore, Chennai or Chandigarh.

2. **RESPONSIBILITY:** The Promoter supports responsible drinking and adheres to all marketing codes applicable to alcoholic beverages, therefore any entry which the Promoter deems to encourage or be suggestive of irresponsible drinking or irresponsible behaviour, or which might in the Promoter's judgement constitute a contravention of any applicable marketing law or code will be ineligible. Furthermore, any entry that is considered lewd, obscene or distasteful in the sole opinion of the Promoter, will not be eligible. Do not include trademarks or logos owned by others unless you have permission. All entrants must, for the duration of the Contest, conduct themselves consistently with the promotion of responsible drinking behaviours.

3. Only one entry per participant/outlet is allowed. Hotels with multiple bars can submit one entry for each bar.

Recipe submission and judging

4. In Round 1, Entrants will be invited to participate in the Contest via an email from Tulleeho Portals Pvt Ltd. The promotion will also be publicised on Facebook. Entrants must submit their details and drink recipe by email on amwhiskey@tulleeho.com or directly on the Tulleeho website www.tulleeho.com. The closing date for entries is 15th February, 2017. No responsibility is accepted for any entry that is not delivered or is delayed due to technical reasons. Proof of sending is not proof of receipt.

5. **COCKTAIL RECIPE:** All recipes must comply with the following requirements:

INGREDIENTS: All recipes must be based on Woodford Reserve, Gentleman Jack or Jack Daniel's Single Barrel. These are the only Bourbon or whiskey that is allowed in the competition, no homemade alcoholic infusions or mixes are permitted. The recipe may include unlimited ingredients, but the maximum quantity of alcohol permitted is the equivalent of 60ml of alcohol in which at least 45 ml should be of Woodford Reserve, Gentleman Jack or Jack Daniel's Single Barrel. The content (volume) of alcohol in each beverage should comply with local law.

MEASUREMENTS: All ingredients must be specified in millilitres or centilitres divided into "whole numbers" (1,2,3, etc) and/or "half numbers" (1/2, 1 1/2, etc),

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and/or smallest quantities (dashes and/or drops). The ingredients have to be measured out using a jigger.

GARNISHES: Cocktail decoration should be composed of edible ingredients, such as fruit, herbs and vegetables.

Recipes not in accordance with the above requirements will be rejected.

6. A shortlist of maximum 80 participants will be selected by the Promoter for Round 2, shortlisted winners will be notified by 20th February'2017

7. Shortlisted participants must then promote and sell the selected cocktail in their bar between 1st March, 2017 and 31st March' 2017 ("Promotion Period"). At the end of the Promotion Period, the shortlisted entrants will be awarded a score based on the number of cocktails sold (80% weightage) and the quality of the marketing (20% weightage) which may include in ar promotion and visibility, social media posting or any creative communication to present the cocktail's story to consumers. A minimum of 30 cocktails needs to be sold by the participant during the promotion period to be eligible for shortlisting in Round 3.

8. Stage 3 - 15 participants with the highest score in round 2 will be shortlisted for Round 3. Minimum 1 participant will be selected from each of the 7 participating cities for the final round (subject to them satisfying all other conditions). Shortlisted participants will be invited to Delhi for a day-long event in the 2nd week of April 2017 to showcase their skills in front of a jury selected by the Promoter. The Judges will consist of one well-known mixologist from India, a representative from Brown Forman and a well-known blogger/media personality from this space. The assessment of cocktails by the judges will be based on the below criteria

APPEARANCE	AROMA	TASTE	GENERAL IMPRESSION	STORY BEHIND COCKTAIL
Excellent 7 points	Excellent 4 points	Excellent 20 points	Excellent 4 points	Excellent 10 points
Very good 4 points	Very good 3 points	Very good 15 points	Very good 3 points	Very good 7 points
Good 3 points	Good 2 points	Good 10 points	Good 2 points	Good 5 points
Mediocre 2 points	Mediocre 1 points	Mediocre 5 points	Mediocre 1 points	Mediocre 2 points

9. The Main Prize is a trip to the Woodford Reserve and Jack Daniel's distillery, the remaining 14 shortlisted participants will receive an initialled leather bag.

10. The main prize includes round trip air transportation in economy class for the winner between the international airport nearest the winner's residence and Louisville/Nashville and inter-city flight between Nashville and Louisville (travel arrangements to be made by the Sponsor, its agencies or promoters) to be completed before 30th April' 2017; standard accommodation (single occupancy room) for 3 nights and 4 days; \$350 allowance for food and airport transfers in

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USA; ground transportation for the winner between the hotel and distillery; distillery tour charges for the Woodford and Jack Daniel's distilleries. The prize winners shall be responsible for travel to and from the winner's nearest international airport, together with any additional expenses including spending money and any insurance premiums required.

The tentative itinerary for the trip will be:

Day 1 – Arrive in Louisville

Day 2 – Woodford Distillery visit and flight to Nashville in the evening. Overnight stay in Nashville

Day 3 – Jack Daniel's distillery visit, evening in Nashville

Day 4 – Departure from Nashville

The itinerary may be subject to changes at the Promoter's sole discretion.

11. The winner will need to provide satisfactory evidence that they are aged 21 years or over. The main prize winners must hold valid passports with 6 months' validity remaining. The prize-winner and guest must also comply with immigration requirements for entry into the US), and must not have a criminal record/any unspent convictions. It is the responsibility of the prize-winner and their guest to arrange any necessary visas to enter the US. The Promoter will provide supporting documentation where appropriate.

12. Any amendments to or cancellation of the trip made by the main prize winner after the booking is confirmed may be subject to administration charges, which will be the responsibility of the prize winner. The Promoter reserves the right to select an alternative winner, should the original main prize winner not validate their identity and age within 3 weeks of having been notified by the Promoter as the prize winner.

13. All entrants acknowledge and agree that all intellectual property rights, including copyright, in all recipe entries, shall be assigned to and become the property of the Promoter, which thereafter has the right to edit, re-edit, adapt, modify, reproduce, promote, create derivative works and otherwise use the winning entry in any way it sees fit. The Promoter will retain rights to the use of all submitted entries, names and videos and may use them for the purposes of advertising and promotion.

14. LIST OF PRIZE WINNERS: To receive a list of all prize winners in the Contest, please contact us on Facebook at www.facebook.com/jackdanielsindia

15. By entering the Contest, all entrants will be deemed to have accepted and be bound by the rules. The decision of Promoter in all matters is final and no correspondence will be entered into. These terms and conditions shall be governed by Indian and the courts of India shall have exclusive jurisdiction. The Promoter is Brown-Forman India, 701-702, Time Tower, MG Road, Sector 28, Gurgaon, Haryana, 122002.

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