BROWN-FORMAN

AMERICAN WHISKEY LEGACY

Terms and Conditions – Brown-Forman American Whiskey Legacy Cocktail Challenge 2020, India

Overview:

1. Brown-Forman Worldwide, L.L.C., India Branch ("Brown-Forman" or the "Promoter") will be hosting a nationwide search for bartenders who are passionate about cocktails created with Jack Daniel's, Gentleman Jack and/or Woodford Reserve and what it means to create a truly meaningful cocktail experience (the "Contest"). Over the course of this search, there will be multiple phases that test the ability of India's best bartenders, beginning with an initial state-based competition and concluding with the national finals in New Delhi, during the week commencing second week of February, 2020

2. RESPONSIBILTY: 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 judgment 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 secured the owners' written permission. All entrants must, for the duration of the Contest, conduct themselves consistently with the promotion of responsible drinking behaviours.

3. Employees of Brown-Forman, their affiliates, liquor wholesale licensees, as well as advertising/promotion agencies and their immediate family members and household members of each and retail license holders are not eligible. The Contest is void wherever prohibited, taxed or restricted by law. In the event that the contest is challenged by any legal or regulatory authority, the Promoter reserves the right to discontinue or modify the Contest, or to disqualify contestants residing in the affected geographic areas. In such event, the Promoter shall have no liability to any entrants who are disqualified due to such an action. You must be at least twenty-five (25) years of age to be eligible. The Contest is void wherever prohibited or restricted by law.

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

5. All participants need to submit two recipes – One with Jack Daniel's Old No.7 and the other with any of the one brand - Woodford Reserve, Gentleman Jack or Jack Daniel's Single Barrel.

PLEASE ENJOY RESPONSIBLY
FOR THE FACTS DRINKAWARE.CO.UK

© 2018 BROWN-FORMAN, GENTLEMAN JACK, SINGLE BARREL AND WOODFORD RESERVE ARE REGISTERED TRADEMARKS. ALL RIGHTS RESERVED.

BROWN-FORMAN

AMERICAN WHISKEY LEGACY

Recipe submission and judging

6. In Round 1, Entrants will be invited to participate in the Contest by responding to an email from Tulleeho Portals Pvt Ltd. The promotion will also be publicised on the Tulleeho Facebook page. Entrants must submit their details and drink recipe by email on amwhiskey@tulleeho.com or directly on the Tulleeho website www.tulleeho.com. Round -1 to commence from 15th October, 2019 and will be closing for receipt of entries on 25th October, 2019. 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.

COCKTAIL RECIPE: All recipes must comply with the following requirements:

Recipe #1, All recipes must be based on Jack Daniel's Old No. 7. 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 Jack Daniel's Old No.7 and The content (volume) of alcohol in each beverage should comply with local law.

Recipe #2, All recipes must be based on Woodford Reserve or Gentleman Jack or Jack Daniel's Single Barrel. 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 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" (½, 1½, etc), 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.

8. Top 100 participants will be selected by the Promoter based on entries received in Round 1 on will be announced on 1st November, 2019. Jury representative from Tulleeho and Brown-Forman team will visit the selected 100 outlets and do trials of shortlisted cocktail and also discuss on the promotion plans for the recipe for round 2. Based on the recipe and its practicality, the creative thought behind it and the story/inspiration for it, top 50 participants will be announced for Round 2 on 15th November, 2019.

PLEASE ENJOY RESPONSIBLY
FOR THE FACTS DRINKAWARE.CO.UK

© 2018 BROWN-FORMAN, GENTLEMAN JACK, SINGLE BARREL AND WOODFORD RESERVE ARE REGISTERED TRADEMARKS. ALL RIGHTS RESERVED.

BROWN-FORMAN

AMERICAN WHISKEY LEGACY

9. In Round 2 - Shortlisted participants must then promote and sell the selected cocktail in their bar 1st December to 31st December, 2019 ("Promotion Period"). At the end of the Promotion Period, 08 shortlisted entrants will be selected based on the highest number of cocktails sold. At least 1 participant will be selected from each of the 8 participating cities for the final round (subject to them fulfilling all other conditions). A minimum of one hundred (100) cocktails with Jack Daniel's Old No. 7 and fifty (50) cocktails with Woodford Reserve/Gentleman Jack/Jack Daniel's Single Barrel needs to be sold by any participant (sales based) during the promotion period to be eligible for shortlisting for Round 3 Grand Finale. The decision of the Promoter will be final on the shortlisted participants for Round 3. Shortlisted participants for Round 3 will be notified by 25th January, 2020

10 Round 3 - top (8) participants will be competing in the Grand Finale. Shortlisted participants will be invited to Delhi for a day-long event 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	SUSTAINABILITY	PRACTICALITY
Excellent 7 points	Excellent 4 points	Excellent 20 points	Excellent 4 points	Excellent 10 points	Excellent 10 points	Excellent 10 points
Very good 4 points	Very good 3 points	Very good 15 points	Very good 3 points	Very good 7 points	Very good 7 points	Very good 7 points
Good 3 points	Good 2 points	Good 10 points	Good 2 points	Good 5 points	Good 5 points	Good 5 points
Mediocre 2 points	Mediocre 1 point	Mediocre 5 points	Mediocre 1 point	Mediocre 2 points	Mediocre 2 points	Mediocre 2 points

11. Grand Prize for Winner (1) - a trip to the Woodford Reserve Distillery in Versailles, Kentucky and Jack Daniel's Distillery in Lynchburg, Tennessee & to attend BCB in New York.

12. Recipes of all top 8 finalists will be featured in Jack Daniel';s Cocktail Booklet - "Original Recipes from India's Finest Mixologists" Edition – 4 and will receive a brand merchandise. The rights to the recipes created by all 8 finalists will belong to Promoter.

PLEASE ENJOY RESPONSIBLY
FOR THE FACTS DRINKAWARE.CO.UK

© 2018 BROWN-FORMAN, GENTLEMAN JACK, SINGLE BARREL AND WOODFORD RESERVE ARE REGISTERED TRADEMARKS. ALL RIGHTS RESERVED.

13. 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 transfers between Nashville, Louisville to be completed before 30th April' 2020; standard accommodation (single occupancy room) for four (3) nights and five (4)days; 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 Reserve Distillery visit and flight/Ground Transportation to Nashville in the evening. Overnight stay in Nashville

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

Day 4 – Early Morning Departure from Nashville

Day 4 – Departure to India

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

14. The winner will need to provide satisfactory evidence that they are aged twenty-five (25) years or over. The main prize winners must hold valid passports with at least six (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.

15. 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.

16. 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.

BROWN-FORMAN

AMERICAN WHISKEY LEGACY

17. 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

18. By entering the Contest, each entrant is giving the Promoter explicit rights to use your photo, an image of your drink, drink recipe name, and your drink recipe for publicity purposes, including but not limited to: press, social media, digital activation and promotional activation. Each entrant understands and agrees that the Promoter and its agencies shall have the right to film, photograph and otherwise record him/her in connection with the Contest and/or while the taking the prize (if they are a winner) ("Footage") and that the Promoter shall own all right, title and interest to the Footage. As a condition of participating in the Contest, each entrant consents to the Promoter and its agencies using the Footage, their name, likeness, image and/or voice (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting the Contest (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.

19. The Promoter and participating promotional companies are not in any way liable for damage, loss or injury resulting from computer malfunctions, misdirected or incomplete entries or acceptance and use of the prize. Brown-Forman reserves the right in its sole discretion, to cancel or suspend this contest should virus, bugs or other causes beyond the control of the Promoter, security or proper play of the contest. The Promoter reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel terminate or suspend the contest. The Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communication line failure, theft or destruction or unauthorized access to, or alteration of, entries.

20. If the Contest is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, including but not limited to technical difficulties, unauthorised intervention or fraud, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law: (a) to disqualify any contestant; or (b) to modify, suspend, terminate or cancel the promotion, as appropriate.

The Promoter collects personal information ("PI") in order to conduct the promotion. By providing the Promoter with your PI, you consent that any or all of the PI submitted by you may be held and used by the Promoter and other companies within the Promoter's group of companies (details of which are available at brown-forman.com/10kfiling) or the Promoter's agents, partners or licensees, to contact you in relation to the promotion and to further promote, to consider ways of improving, and to send you information about, Jack Daniel's products and services by email and as otherwise set out in the Promoter's privacy policy, which is available at http://www.jackdaniels.com/au/privacy-policy. Your PI will be handled

in accordance with the Promoter's privacy policy which contains information about how to access and correct PI that the Promoter holds about you, and how complaints can be made and will be resolved. If you do not provide all of the requested information you may be ineligible for the promotion and/or the Promoter may be unable to contact you with additional offers. Your PI may be transferred to the United States and may be shared with third-party service providers who process your PI in the United States or India solely to enable the provision of services to the Promoter. Your PI may be transferred to another company or entity in the event that any part of the Promoter's business is transferred to, sold to or merged with a company or entity or if the Promoter is required to do so by law, regulation or at the request of a public authority. If in the future, you do not wish to receive further communications from the Promoter and/or Jack Daniel's and would prefer to be removed from its databases, if you simply wish to make corrections to your PI or if you have a complaint (which we will endeavour to resolve within a reasonable time), please inform us in writing at the address set forth in clause 2 above. All entries become the Property of the Promoter.

21. 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 laws 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.

t