



THE CHALLENGE

To create an original aperitivo cocktail^[1] inspired by art^[2] using at least 40ml Italicus - Rosolio di Bergamotto^[3].

COMPETITION STAGES

APPLICATION

- Submit your recipe at: artofitalicus.com
- Share your recipe via social media using: #italicus #rosoliodibergamotto #artofitalicus #aoi19

SELECTION

- Judges will review all applications, but only 8 bartenders will progress to the next stage. See selection process for details.

COUNTRY FINAL

- The 8 shortlisted bartenders will be asked to present their cocktail to the judging panel (one aperitivo cocktail x2 serves in 8mins).

GUEST BARTENDING

- The winning bartender from each Country Final will further promote their cocktail through a guest bartending appearance (organised by the local distributor with press and social media coverage).

GLOBAL FINAL

- The 13 Country Finalists will compete against each other to earn the title: Italicus Bar Artist of the year 2019 (European city location and date to be announced).

PRIZES

COUNTRY FINAL

The winner of the Country Final will receive a trophy and the title Italicus Bar Artist of “Country” 2019 together with an expenses paid ticket to participate in the Global Final.

GLOBAL FINAL

The winner of the Global Final will receive a beautiful trophy together with an internship at one of the Worlds 50 Best Bars as well as the title: Italicus Bar Artist of the year 2019.

TIMELINE:

- COMPETITOR APPLICATION: 1st APRIL to 21st JUNE
- COUNTRY FINALS: 1st JULY to 31st OCTOBER
- GUEST BARTENDING: 2nd JULY to 31st OCTOBER
- GLOBAL FINAL: NOVEMBER (date & location to be announced)

ELIGIBILITY:

- Competitors must be employed bartenders/bar managers.
- Competitors must be at least 18 years of age (21 years of age if living & working in the U.S.).
- Competitors must be legal residents in the country of their submission.

SELECTION PROCESS:

PHASE 1) ONLINE APPLICATION

All complete applications submitted to artofitalicus.com within the entry time frame will be judged against the criteria given below, based on the perceived qualities of the written recipes and essay entry.

Judges will not take into consideration current employer, time spent bartending or any other personal information in the selection of finalists.

- [1] THE COCKTAIL MUST BE AN 'APERITIVO STYLE"
 - *Do your research, make sure you understand what aperitivo means and what attributes an aperitivo cocktail should embody.*
- [2] THE RECIPE SHOULD BE INSPIRED BY ART.
 - *Forms of art may include; sculpture, architecture, painting, fashion, music, dance – this is not an exhaustive list.*
- [3] ITALICUS MUST BE THE PRIMARY INGREDIENT (min 40ml).

APPLICATION CRITERIA

- Only complete applications will be considered.
- Only one application per competitor will be considered.
- The cocktail should have a creative name.
- The cocktail recipe must be original.
 - *An original recipe is the product of one's own mind and not a copy or imitation.*
- Ingredients must be expressed in millilitres (ml) or ounces (oz), including dashes and drops being the smallest quantities.
- The recipe should be expressed with measurements, as well as garnish, glassware and overall presentation.
 - *Competitors are encouraged to suggest food pairing for their recipe.*

- Preparation and mixing instructions must be included with your recipe.
- An image of your cocktail must be included with your recipe.
- A background story/your inspiration must be included in your application.

PHASE 2) COUNTRY FINAL

- There will be 13 Country Finals
- There are 8 slots available in each Country Final
- The top 12 applications will be shortlisted by the judges. The top 7 will go straight through to the Country Final and the 8th slot will be awarded to one of the remaining 5 applicants based on a combination of the recipe submitted and the social response generated by the competitor – this will be tracked on use of the hashtag: #artofitalicus & #aoi19
- At the Country Final, competitors will have 8 minutes to present their cocktail to the panel of judges (one cocktail, 2 serves)
- Judges will announce one winner at each Country Final who will progress to the Global Final.

PHASE 3) GUEST BARTENDING

The winner from each Country Final will be required to promote their cocktail recipe through a guest bartending appearance at a selected ITALICUS account (organized by the country distributor).

PHASE 4) GLOBAL FINAL

The Global Final will take place in a European city (to be announced) in November.

Here, the 13 Country Finalists will compete against each other to win the title: Italicus Bar Artist of the Year 2019 and the following prizes:

- Italicus Bar Artist of the year 2019 winner's trophy.
- An internship at one of the Worlds 50 Best Bars.

SCORING (COUNTRY & GLOBAL FINALS)

- Cocktail name (5 points)
- Appearance and presentation (5 points)
- Taste and balance (30 points)
- Written background story/inspiration (20 points)
- Creativity (20 points)
- Product knowledge (20 points)

GUIDELINES & REQUIREMENTS

In the following text, “Sponsor” or “The sponsors” refers to Italicus Ltd, their media partners; ItalSpirits Ltd, Diffords Guide, liquor.com and any nominated country partners/distributors or importers.

- Any entries attempted through the use of agencies or robotic, repetitive, automatic, programmed or similar methods will be void.
- Any attempt by a person to use multiple email accounts or identities to gain more entries than permitted by these Official Rules shall result in disqualification at the sole discretion of the Sponsor. In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the “authorized account holder” associated with the email address at the time of entry, which must comply with these Official Rules.
- The authorized account holder is defined as the natural person who is assigned an email address by the service provider or other organization that is responsible for assigning email addresses.
- Potential winners may be required to provide evidence (to the Sponsor’s satisfaction) that they are the authorized account holder of the email address associated with a winning entry. In the event a dispute regarding the identity of the person who actually submitted an entry cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible.
- Entries and other submitted material become the property of the Sponsor and will not be acknowledged or returned.
- Prizes are not exchangeable and cannot be converted in cash. Judges’ decisions are final.
- Refer to additional rules below for more details regarding the requirements for your entry.

EXPENSES & REIMBURSEMENTS

- Competitors will bare all costs in order to participate in Country Finals (exceptions may apply by discretion of the distributor)
- All travel and accommodation for participation in the Global Finals will be covered by the competition organiser/s.

ADDITIONAL REQUIREMENTS

- Entries must be in English.
- Entries must not allude to the over-consumption or irresponsible consumption of alcohol.
- Entries that do not include all required information and do not adhere to the foregoing and following requirements will be considered void and will not be considered in the judging of this contest.
- Entries that are deemed by the Sponsor in its sole discretion to be illegal, obscene, profane or not in keeping with Sponsor's image will be disqualified.

REQUISITES OF APPLICATION

By submitting an entry, you warrant that:

- You are the creator of the entry.
- The entry is wholly original.
- The entry does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party, including any current or former employer, and does not defame any person or identify any person by name or other identifying information.
- The entry has not previously been entered in any other contest.
- The entry has not been previously published in any medium.
- The entry does not violate any law or regulation.
- The Sponsor's determination as to whether any entry potentially violates the rights of any third party is final.

INTELLECTUAL PROPERTY RIGHTS

- By entering this program, you are giving the Sponsor 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 contestant grants to the Sponsor a worldwide, royalty-free, perpetual and unlimited non-exclusive license to edit, adapt, copyright, publish, use, reproduce or distribute the recipe in any form or manner or media, whether now known or hereafter devised, including, without limitation, on the

internet, for any purpose in connection with this competition without further notice or compensation to any contestant.

- Each contestant consents to the publication and/or use of the contestant's name, city/province of residence, photograph, image and/or likeness in any form or manner or media, whether now known or hereafter devised, including, without limitation, on the internet, for any purpose in connection with this competition without further notice or compensation to any contestant.
- Each contestant represents and warrants that the recipe submitted by the contestant is the original work of the contestant exclusively, and the contestant waives any and all moral rights that he/she may have in the recipe with respect to the uses contemplated herein.
- Each contestant represents and warrants that each recipe submitted by the contestant will not infringe any rights (including without limitation copyright, trademark, privacy, personality or other property, civil rights or intellectual property rights) of any person.
- Each contestant agrees, before being named as a finalist, to sign any and all documents required by the Sponsor confirming the foregoing.

ELIGIBILITY

- Employees of the Sponsor, and their affiliates and 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. This promotion is void wherever prohibited, taxed or restricted by law. In the event that the contest is challenged by any legal or regulatory authority, the Sponsor or Administrator reserves the right to discontinue or modify the contest or disqualify participants residing in the affected geographic areas. In such event, the Sponsor and Administrator shall have no liability to any entrants who are disqualified due to such an action.
- You must be a resident of the country of submission; and be at least 18 years old or (21 years old for the US) to be eligible.
- By accepting a prize, any winner: (a) releases the Sponsor and their affiliated companies and licensed alcohol wholesalers and retailers from any/all liability claims, action

or proceedings arising out of or for injuries or damages sustained while involved in any promotion activity or connection with the use of the prizes; as well as (b) consents to the use by Sponsors for promotional purposes in connection with this promotion of his or her name and/or likeness and/or voice without further compensation where permitted.

- The Sponsor 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. The Sponsor reserves the right in its sole discretion to cancel or suspend this contest should virus, bugs or other causes beyond the control of sponsor corrupt the administration, security or proper play of the contest.
- The Sponsor 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 Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communication line failure, theft, destruction or unauthorized access to, or alteration of, entries.
- CAUTION: Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the game is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek damages from any such attempt.