

Confidential



**WORLD CLASS GB 2025
TERMS & CONDITIONS**

Updated Effective Date: 01 January 2024

GENERAL RULES

1. The World Class competition (the "**Competition**") is organised by the DIAGEO RESERVE BRANDS GROUP in each participating market (the "**Local Market**").
2. The Competition consists of no less than eight months of activity (defined as engagement with the bartending community in each country through participation in the World Class Studios seminars), including recruitment period of bartender training [a series of competition stages around a theme designed for the bartending community] and World Class bartender live competition challenges which are formally judged including announcement and registration.
3. The Programme is void wherever prohibited or restricted by law.

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ENTRY CRITERIA

1. This Programme is available to bartenders employed by a current DIAGEO Reserve Customers (see definition below) or customers who agree to become a Diageo Reserve Customer in exchange for the opportunity to participate in the Programme.
2. DIAGEO Reserve Customer is a customer which stocks and lists on the menu at least three Diageo Reserve Brand products, including but not limited to: Ketel One® Vodka, Tanqueray® No. TEN Gin, Don Julio® Tequila, Zacapa® Rum, Bulleit® Bourbon, Johnnie Walker® Black Label Blended Scotch Whisky, The Singleton® Scotch Whisky, Talisker® Single Malt Whisky, or Seedlip® Non-Alcoholic Spirit
3. Bartenders who have already won the title of Global World Class Bartender of the Year in any previous year are not permitted to compete in the programme but may act as mentors, trainers or judges as the Local Market or Global Brand Team see fit.
4. Bartenders are permitted to compete in the Global Final a maximum of two times. If they have already won the title of National World Class Bartender of the Year they may compete at the Global Final in successive years.
5. In addition to working in a Diageo Reserve Customer, the participants must:
 - i. be of legal drinking age in the relevant Local Market or older;
 - ii. comply with the Rules and Regulations of the Competition;
 - iii. comply with the Diageo Marketing Code (DMC).



WORLD CLASS STUDIOS

1. Each participant will submit all original World Class cocktail required to compete (the "Submission").
2. Each recipe must feature at least one of the premium spirits from the Diageo Reserve portfolio, including Ketel One® Vodka, Tanqueray® No. TEN Gin, Don Julio® Tequila, Zacapa® Rum, Bulleit® Bourbon, Johnnie Walker® Black Label Blended Scotch Whisky, The Singleton® Scotch Whisky, Talisker® Single Malt Whisky, or Seedlip® Non-Alcoholic Spirit.
3. Where a recipe refers to bespoke ingredients (such as syrups, infusions, home-made bitters, etc.) a full methodology for making these ingredients must be submitted together with the cocktail recipes.
4. Each recipe must comply with the Challenge rules which can limit the number and amount of non-standard ingredients.
5. Each recipe will be judged equally on a set of categories (outlined in the challenge guide).
6. DIAGEO reserves the right to modify the cocktail name and/or ingredients in order to comply with the DIAGEO Marketing Code requirements – each Local Market Competition lead is responsible for ensuring that all participants in the Local Market are aware of the relevant sections of the DIAGEO Marketing Code.
7. DIAGEO reserves the right to feature any cocktail recipe in any DIAGEO owned property until the 1st January 2029.
8. DIAGEO reserves the right that the cocktail itself, if chosen as a finalist and/or winner, becomes property of DIAGEO. The participant agrees to cooperate with Diageo to formalize the assignment of any and all rights over the cocktail recipe to Diageo.
9. The prize for each World Class Local Market Winner includes:
 - a. a trip for one person to the location of the World Class National or Regional Final whichever is applicable;
 - b. and the right to compete at the World Class National or Regional Final and to attend celebratory event following any such Final.



WORLD CLASS LOCAL MARKET WINNER

1. Each World Class Local Market Winner:
 - a. must be available to attend the following National or Regional Final in the Local Market whichever is applicable to that Local Market;
 - b. must commit to a 30-minute telephone screening & debrief with Diageo representative and PR agency (if applicable);
 - c. must hold a valid and current passport and
 - d. must be eligible for a visa in the country hosting the World Class Global Finals that year.

2. Each World Class Local Market Winner is permitted to compete in any other national cocktail competition. If the World Class Local Market Burst Winner wins the National or Regional World Class Final they are still permitted to participate in any other competition.

3. In the event that a World Class Local Market Winner wins another cocktail competition and will go on to compete at another global final the participant is still permitted to participate in the Competition.

4. If the participant wins both the Competition and any other rival competition the Local Market is advised to open a channel of communication with the organisers of the other competition to ensure mutual agreement over dates and anticipate any conflicts over contractual commitments.

5. Each World Class National Finalist must submit a signature cocktail for the National or Regional Final that is photographed for use in the World Class cocktail database.



NATIONAL WORLD CLASS FINAL WINNER

1. Judges will include Diageo Reserve Brand Ambassadors, respected industry & mixologist professionals and/or media.
2. Finalists will be asked to compete a pre-advised number of mixology challenges, as judged by World Class Judges.
3. One (1) Grand Prize will be awarded from the Finalists chosen. The prize for the one winner, announced at the event include:
 - a. the right to represent the country in the World Class Bartender of the Year Global Final; and
 - b. the option to work with the Local Market in the year following the win as a World Class Ambassador, these duties may be paid or unpaid at Diageo's discretion, to include, media appearances on behalf of DIAGEO World Class, mentoring and training of other World Class participants and spokesperson for World Class.
4. The following are the general requirements for the National Winner:
 - a. Represent the Local Market and compete at the World Class Bartender of the Year Global Final;
 - b. Work with the Local Market DIAGEO representatives to create a schedule for the following year.
 - c. Participate in local, regional and national press efforts throughout the year as requested by Diageo.
 - d. Appear in digital content as requested by Diageo throughout the year and execute any release form that is required by Diageo, to document the authorization given by the participant to Diageo, to use any publicity rights, including name, likeness, voice and signature.
 - e. Opportunity to travel to other participating countries around the world to educate bartenders.
 - f. Participate in World Class National Final each year and act as a mentor to future participants where appropriate.
5. The National Winners shall grant Diageo usage rights of all photos/recipes and submissions/video footage of the participant and the cocktails- for 10 years, through to 1st January 2035.
6. The selected National Winner must agree to read and comply with the Diageo Marketing Code. The below is a summary of the key sections of the DMC, which shall not substitute the obligation for the Participant to read and familiarize with the entire code:
 - a. **RESPECT THE LAW:** Comply with all applicable laws, regulations and codes when promoting our brands.



- b. **RESPECT ABSTINENCE:** Always show respect for those who choose to abstain from alcohol. For instance, do not imply that it is wrong or foolish to refuse a drink.
 - c. **ADULT APPEAL:** Aim our marketing only at adults and never target those younger than the legal purchase age for alcohol.
 - d. **RESPONSIBLE DRINKING:** Depict and encourage only moderate and responsible drinking. Do not encourage excessive drinking or intoxication.
 - e. **ALCOHOL CONTENT:** Never present high alcohol strength or potency as the principal basis of appeal of a product.
 - f. **HEALTH, PERFORMANCE OR FUNCTIONAL BENEFITS:** Do not imply that our alcohol brands offer any health, dietary, functional, endurance or performance benefits or promote alcohol products as a healthy option.
 - g. **SOCIAL AND SEXUAL SUCCESS:** Do not imply that drinking enhances sexual attractiveness, or helps in overcoming sexual or social inhibitions.
 - h. **NO DANGEROUS ACTIVITIES:** Only portray drinking occurring in safe circumstances. Never portray drinking before or whilst doing extreme sports, swimming or driving.
 - i. **ANTI-SOCIAL OR INAPPROPRIATE ASSOCIATIONS:** Do not suggest any association with our brand and anti-social or illegal behaviour, violence or hate, drugs or tobacco.
 - j. **GOOD TASTE AND DECENCY:** Reflect generally accepted contemporary standards of good taste and decency. Be sensitive to local and cultural perception.
7. **DIAGEO reserves the right to conduct a background check of any criminal records of the participants, prize winners and travel companions. To the extent necessary and permitted by law, participants, prize winners and travel companions shall authorize this background check. DIAGEO reserves the right, at its sole discretion, to disqualify participants, prize-winners and/or travel companion(s) from any prize element, based on the results of the background check. The participants warrant, represent and undertake that his or her behaviour, during the competition and/or outside of the competition, shall not harm or misuse or bring into disrepute the good name, image or reputation of the participant, or of DIAGEO; and that the participant shall not become involved in using any illicit drugs or unlawfully using alcohol or undertake any conduct that is illegal or offensive to generally accepted standards of behaviour, or any that would be detrimental to the reputation of DIAGEO. DIAGEO reserves the right to conduct discretionary investigations on the behaviour of the participants, the Winner and/or travel companions during the competition (or any related event) and outside of the competition, including background check of any criminal records and any claim that may be raised for misconduct by the participant before, during or after the competition. DIAGEO reserves the right, at its sole discretion, to disqualify prize-winners and/or travel companion(s) from any prize element, based on the results of these investigations.**

Entry in the Programme constitutes an entrant's full and unconditional agreement to abide by and accept the terms and conditions of these Official Rules. Prize is non-



transferable except at the sole discretion of DIAGEO. By accepting the prize, winner waives the right to assert as a cost of winning said prize, any and all costs of redemption or travel to redeem said prize and any and all liability that might arise from redeeming or seeking said prize.

8. Programme entry must be original, not have been entered in any other drink recipe competition or violate the rights of other parties, including any intellectual property, trade secret or other proprietary right of any other parties. Programme entry may not be offensive, defamatory, discriminatory, obscene, libellous, reflect poorly on the brands or be inappropriate for use in advertising or for promotional publicity purposes as determined by DIAGEO and/or the Judge(s) in their sole discretion. Programme entry must be unpublished and must be the work solely of the entrant. Any Programme entry that fails to comply with this clause shall be subject to disqualification.

9. All materials, documents, information and data submitted to DIAGEO in connection with this Programme, including the Programme entry and submission (collectively "Programme Entry") are the property of DIAGEO, will not be returned and cannot be acknowledged. By entering the Programme, entrants represent and warrant that their Programme Entry is their sole, original work and that it does not infringe upon the rights of any other party, including but not limited to any intellectual property, trade secret or other proprietary rights of any other party. By submitting a Programme Entry, entrant further represents and warrants that any person(s) referenced has given his or her express written consent to the reference and use as contemplated by these Official Rules and that entrant has obtained written permission for such use from any such person. Submission of an entry grants DIAGEO the right to use, publish, adapt, edit and/or modify Programme Entry in any way, in whole or in part, and to use such Programme Entry, and any ideas or concepts contained therein, in commerce and in any and all media now known or hereafter discovered, worldwide, including but not limited to DIAGEO websites and social media sites, without limitation or compensation to the entrant and without right of notice, review or approval of any such use of the Programme Entry. Submission of a Programme Entry further constitutes the entrant's consent to irrevocably assign and transfer to DIAGEO any and all rights, title and interest in and to the Programme Entry, including but not limited to all intellectual property rights and proprietary rights worldwide. Any content, material or information included in Programme Entry shall not be confidential, proprietary or trade secret. By submitting a Programme Entry, entrant consents to DIAGEO's use, reproduction and disclosure of the Programme Entry, and ideas, concepts or other materials contained therein, for any purpose, including any commercial purpose. Any Programme Entry that contains third party artistic works, copyrights, trademarks, trade names, logos or similar brand identifying marks, trade secrets or other proprietary rights will not constitute a valid Programme Entry.



10. Entrants hereby agree to indemnify and hold DIAGEO harmless from and against any third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses, including attorney fees and court costs, arising out of any breach or alleged breach of any of the warranties and representations set forth above.
11. By entering this programme, bartenders and participants are giving DIAGEO and its affiliate's explicit rights to use your photo, an image of your cocktail, cocktail name, and your cocktail recipe for publicity purposes, including social media.
12. The selected National Winner will enter into a reimbursed talent agreement (including, but not limited to, terms regarding payment terms, exclusivity, certain number of appearances, etc.) in the format available to view on request.



JUDGING CRITERIA

SCORING, ELIMINATIONS AND KNOCKOUT PROCESS

SCORING SYSTEM

- Everyone is scored in all the challenges they compete in by the judges.
- There may be points deducted for infringements of the rules or time penalties, this will be at the discretion of the Challenge Director.

DIAGEO RESERVE WORLD CLASS 2025 Official Cocktail Competition Rules & Scorecard

DRINKS & PREPARATION - RULES APPLICABLE TO ALL CHALLENGES

- Recipes must contain a minimum of 30ml (1oz) of a DIAGEO RESERVE BRAND product.
- Where a challenge specifies a lead DIAGEO RESERVE BRAND product at least 30ml (1oz) of the specific liquid must be used – unless otherwise specified.
- The total combined alcoholic ingredients must be equivalent to no more than 90ml (3oz) at 40% alc./vol. (total alcohol equivalent to less than 36ml/1.2oz at 100% alc./vol.).
- Alcoholic ingredients must be measured using a jigger or similar measure. Non-alcoholic ingredients may be freely poured.
- Participants are permitted to use their own bar tools, cocktail shakers or mixing glasses for the creation of the cocktails in all of the challenges – unless otherwise specified.
- The organisers will also have fully stocked bartender kits at all of the venues for the use of the participants.
- The organisers will supply high quality cubed ice (approx. 25ml/1inch square) and an ice-crusher.
- Please check with the organisers about the availability of block ice. In the event it is not available you can produce and bring your own.
- Participants are required to make the correct number of servings of each cocktail as defined under the Challenge specific rules.
- Participants will be given time to familiarise themselves with the bar area and prepare equipment and ingredients within the preparation time-limits for each challenge.
- Participants must prepare drinks within the time limits specified in the challenges. There is a 20 second grace period in all challenges.
- Participants serving drinks that appear inedible or working with unhygienic methods may be disqualified from that Challenge.



HOME-MADE PREPARATIONS OR PRE-MIXES

- Where a recipe refers to bespoke ingredients (such as syrups, infusions, home-made bitters, etc.) a full methodology for making these ingredients must be submitted together with the cocktail recipes.

PROPS AND GLASSWARE

- You may use any kind of glass, cup or other receptacle and props in any challenge.
- Standard glassware will be available for use in all challenges if the contestant does not supply their own.
- No brand name or logo other than the discrete mark of the glassware manufacturer should be visible.
- You may use service-ware items to support any serves that accompany your cocktails where the challenge allows them.

CHALLENGE RECIPES

- Recipes, where required must be provided by the deadlines specified in the toolkit otherwise the participant will be penalised.
- Recipes may be adjusted after the deadline within reason (i.e. not substituted entirely) as long as the organisers are notified immediately and agree.
- Signature Recipes entered must be the original creation of the competitor and if a competitor is thought to have obviously plagiarised a known, existing cocktail they may be disqualified.
- All ingredients must be a measured quantity. i.e.. squeeze of half a lime” is unacceptable.
- Recipes entered must be expressed in millilitres (ml) with the use of ‘dashes’ and/or ‘drops’ limited to bitters, hot pepper sauce and the like

COPYRIGHT

- By entering this competition, participants agree to assign copyright of their recipe and drink name to the Diageo Great Britain and all other Diageo entities.
- Participants and drinks presented during the Competition may be photographed (still, moving images) by the organisers and copyright for any use to include advertising will be retained by Diageo (Local Market) and all other Diageo entities.



DRINK NAMES

- All drink names and descriptions must be in compliance with the Diageo Marketing Code (DMC).
- Drink names including rude, lurid, sexual words, or words associated with narcotics or motor vehicles are prohibited and will be disqualified.
- Drink names must not use references to fictional or cartoon characters associated with anyone under legal drinking age.

LANGUAGE ISSUES AND TRANSLATION

- To overcome language difficulties if you are not confident to present in English you are permitted to have an interpreter to translate during your presentation. Please bear in mind there is no additional time allowance for translation.

SCORING PROCESS

ADJUDICATION AND SCORING

- The judges and Competition organisers reserve the right to have the final decision on any matter relating to the judging of the Competition.
- Participants will be judged according to the criteria set out in the rules and scored out of a potential maximum points that can be awarded by each judge per challenge.
- The top scoring bartender for the round-robin challenge will be awarded 15 points, 2nd place 14 points and so on. All scores will carry forward into the final challenge for the top 8.

SCORING BREAKDOWN

- We will give access to the scores to any participant after the completion of the challenge and all of the totals and scores have been tallied and double-checked.
- All of the challenges have a slightly different balance of scoring points in each category to reflect subtly different requirements.