



# WORLD CLASS

## WORLD CLASS COMPETITION

### OFFICIAL RULES AND REGULATIONS

Please read the rules and regulations mentioned below carefully before participating in World Class 2025.

Updated Effective Date: December 2024

#### GENERAL RULES

1. The World Class competition (the "**Competition**") is organized by the DIAGEO LUXURY GROUP operated by Diageo Nederland Bv, Molenwerf 12, 5211GA Amsterdam ("**Diageo**") in the relevant participating market (the "**Local Market**").
2. The Program is void wherever prohibited or restricted by law.
3. The Competition consists of no less than eight months of activity (defined as engagement with the bartending community in each country 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.
4. Should individual provisions of these Terms and Conditions of Participation be or become invalid, the validity of the remaining provisions shall remain unaffected.
5. Participation in WORLD CLASS confirms that the conditions of participation have been read and agreed to. These conditions of participation and the entire legal relationship between the organizer and the participants are subject to the Dutch national law
6. Diageo reserves the right to change any details of the Competition, including but not limited to amending these Rules, the dates of the Competition and/or the prizes awarded to the winners under the Competition ("**Prize**"). Diageo reserves the right to amend, temporarily suspend, withdraw and/or modify the dates of the Competition (as it deems necessary) in its absolute discretion due to any cause beyond its reasonable control.
7. The participants must agree to be named in the context of the coverage of the WORLD CLASS Competition. Furthermore, participants must agree to DIAGEO taking photographs, video and/or film recordings in connection with the WORLD CLASS Competition and publishing them worldwide in appropriate coverage of the WORLD CLASS Competition. Otherwise, participation is not possible.
8. By participating in the competition, participants agree that their email addresses may be used to send them relevant information. This may include event invitations, newsletters, product announcements, and special

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promotions. It is ensured that the data will be treated confidentially in accordance to the privacy policy. Participants can revoke their consent at any time by using the unsubscribe link in the emails sent by WORLD CLASS.

9. The data protection provisions can be found [here](#).

## ENTRY CRITERIA

1. 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 program, but may act as mentors, trainers or judges as the Local Market or Global Brand Team see fit.
2. 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, after a one-year break, in the following years. Those who have won the National Finals twice will not be allowed to participate in the competition again.
3. In addition to that, the participants must:
  - i. be at least 18 years of age and / or have reached or exceeded the legal drinking age (proof of age may be required for this purpose) applicable to the relevant Local Market;
  - ii. be registered as a resident in the local market,
  - iii. comply with the rules and regulations of the competition.

## WORLD CLASS SUBMISSION PERIOD

1. To apply for the WORLD CLASS competition via the online portal, the application form accessible via the website of the DIAGEO Bar Academy (<https://www.diageobaracademy.com/en-zz/home/world-class/northern-europe>) must be completed. The registration period for the competition in [The Netherlands] runs from January 14, 2025 to February 28, 2025 11:59 pm inclusive. You can register once.
2. Each participant submits the recipes for original WORLD CLASS cocktails required for the competition (the "**Submission**").
3. The Submission must be the Participant's own creation. Prior publication of the Submission is not permitted.
4. The Submission must reflect this year's focus, and each recipe must include at least 30ml of one of the premium spirits from the DIAGEO Reserve portfolio.
5. 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.

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6. Each recipe must comply with the Challenge rules, which may limit the number and quantity of non-standard ingredients.
7. The recipe must not have already been submitted to another competition or infringe any third-party rights, in particular intellectual property, trade secrets or other proprietary rights of third parties. The entry must not be libelous, defamatory, discriminatory or obscene, or poorly represent the brands used or be inappropriate for advertising and promotion, at the discretion of DIAGEO as well as the judges.
8. To submit, you must upload the appropriate images (1x cocktail with spirit, 1x cocktail with spirit and participant\*in), as well as the method (max. 50 words) and a supporting paragraph (max. 250 words explaining the story or inspiration behind the cocktail).
9. Each recipe will be judged equally on a set of categories (outlined in the challenge guide).
10. 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.
11. DIAGEO reserves the right to feature any cocktail recipe in any DIAGEO owned property until the end of June 2035.
12. DIAGEO reserves the right that the cocktail itself, if chosen as a finalist and/or winner, becomes property of DIAGEO.
13. With their application, the participants in WORLD CLASS irrevocably grant DIAGEO the free, non-exclusive, transferable right, unlimited in terms of content and time, to use the recipe of their participation cocktails, including the name and the submitted cocktail image, the description, ingredients and preparation method, in whole or in part, worldwide, in particular to reproduce, distribute, publish and make publicly available the recipes in unchanged or modified form, in whole or in part, as often as desired for all purposes of exploitation, including transfer to other work forms, regardless of the media, processes and/or technologies used for this purpose, insofar as this is necessary for the use of the respective data. The participants additionally confirm that each submitted recipe, image or other content was created by them and is free of third-party rights, in particular that it does not violate any protected rights such as trademark rights, copyrights and ancillary copyrights, trade secrets or confidentiality agreements.

### **WORLD CLASS TOP 10 SELECTION**

After the Submission Period, the judges will select the Top 10 participants from [the Netherlands] for the WORLD CLASS National Final. The finalists will compete against each other in Rotterdam in April 2025.

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## **WORLD CLASS SEMI-FINAL**

1. During the WORLD CLASS Semi-Final, Top 10 participants must be able to present their submitted Entry Challenge WORLD CLASS drink again and to compete in other challenges.
2. After the WORLD CLASS Semi-Final, the judges will select the Top 3 participants from the Netherlands for the WORLD CLASS Northern Europe Final. The finalists will compete against each other in Berlin in June 2025.

## **WORLD CLASS SEMI-FINAL WINNER**

1. Each winner of the WORLD CLASS Local Semi-Final must:
  - a. must be available to attend then National Final in the 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 must be eligible for a visa in the location of the WORLD CLASS Global Final
2. The prize for each WORLD CLASS Local Market Semi-Finalist winner includes:
  - a. a trip for one person to the location of the WORLD CLASS National Finals;
  - b. and the right to compete at the WORLD CLASS National Final.

## **TOP 3 WORLD CLASS NATIONAL FINAL WINNERS**

1. Each WORLD CLASS National Final Winner:
  - a. must be available to attend then the Northern Europe Final in June 2025;
  - 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 must be eligible for a visa in the location of the WORLD CLASS Global Final
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.

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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 organizers 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.

### **WORLD CLASS NORTHERN EUROPE FINAL**

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, 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
  - 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. Usage rights of all photos/recipes submissions/video footage of the winner - for 10 years, through to June 2035.
6. The selected National Winner must agree to be Diageo Marketing Code certified.
7. Entry in the Program 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. DIAGEO reserves the right to conduct a background check of any criminal records of the prize winners and travel companions. To the extent necessary and permitted by law, prize-

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winners and travel companions shall authorize this background check. DIAGEO reserves the right, at its sole discretion, to disqualify prize-winners and/or travel companion(s) from any prize element, based on the background check. Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of prize.

8. Program 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. Program 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. Program entry must be unpublished and must be the work solely of the entrant.
9. All materials, documents, information and data submitted to DIAGEO in connection with this Program, including the Program entry and submission (collectively "Program Entry") are the property of DIAGEO, will not be returned and cannot be acknowledged. By entering the Program, entrants represent and warrant that their Program 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 Program 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 Program Entry in any way, in whole or in part, and to use such Program 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 Program Entry. Submission of a Program 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 Program Entry, including but not limited to all intellectual property rights and proprietary rights worldwide. Any content, material or information included in Program Entry shall not be confidential, proprietary or trade secret. By submitting a Program Entry, entrant consents to DIAGEO's use, reproduction and disclosure of the Program Entry, and ideas, concepts or other materials contained therein, for any purpose, including any commercial purpose. Any Program 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 Program 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.

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11. 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.

### **GENERAL JUDGING CRITERIA**

Each year, the WORLD CLASS Competition challenges are designed to test every aspect of a bartender's skills and technique, as well as how he/she works under time pressure. Some of the challenges require mastery of classic recipes and knowledge of the stories behind them, while others require spontaneous creativity and inventiveness, as well as the ability to create new flavors. Above all, your ability to communicate with your guests, to charm them and explain your work to them, if necessary, will be one of our most important evaluation criteria - this has always been an important part of the art of bartending.

1. The judges of the Competition must include at least 1 of each of the following:
  - a. Global/Regional or Market Diageo Luxury Brand Ambassadors. Market Diageo Luxury Ambassadors must be from another market to the one where The Competition is taking place
  - b. Respected bar-industry professionals with and recognized within their own local bar community.
2. The Competition can include judges from outside this area of expertise, but bar-industry professionals must be in the majority.

### **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.
- Everyone is ranked from top to bottom in each Challenge based on the position.
- Judging sheets are available to download from the Local Market Competition Guidelines
- We recommend that the Local Markets adopt the localized version of the Global Final scoring app to ensure maximum transparency and efficiency (please contact [kevin.delaney@diageo.com](mailto:kevin.delaney@diageo.com) for further details).

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- The scoring position gives ranking points, and these accumulate throughout the competition.
- In the event of a tie, there will be a single-round cocktail tiebreaker, where the tied Finalists must make one classic cocktail and one personal signature cocktail of their own choice for the judges.

## **OFFICIAL COCKTAIL COMPETITION RULES & SCORECARD**

### **DRINKS & PREPARATION - RULES APPLICABLE TO ALL CHALLENGES AT ALL STAGES OF THE COMPETITION**

- Drinks in any of the Challenges may not contain more than eight ingredients, including fruit juices, syrups, bespoke ingredients, drops, dashes. It is acceptable to additionally spray a citrus fruit zest or an aromatic spray over the drink if specified as a garnish, and it does not count as an ingredient.
- Recipes must contain a minimum of 30ml (1oz) of a RESERVE BRAND product.
- Where a challenge specifies a lead 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.).
- Ingredients may be measured using a jigger or similar measure, or freely poured.
- Participants are permitted to use their own bar tools, cocktail shakers or mixing glasses for the creation of the cocktails in all the challenges – unless otherwise specified.
- The organizers will also have fully stocked bartender kits at all the venues for the use of the participants.
- The organizers will supply high quality cubed (approx. 25ml/1 inch square) and an ice-crusher.
- Please check with the organizers about the availability of block ice. In the event it is not available, you can produce and bring your own
- Juicers, blenders and induction hobs and pans will be provided for food based challenges if required
- Drinks may be served straight up over ice, using crushed, hand-cracked, or hand-carved ice at the participant's discretion.
- 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 familiarize 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. Going over-time will result in a point penalty of 5 ranking points per minute.
- Participants serving drinks that appear inedible or working with unhygienic methods may be disqualified from that Challenge.

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## **HOME-MADE PREPARATIONS OR PRE-MIXES**

- All the main ingredients for your cocktails must be assembled in front of the judges during your presentation time slot.
- Homemade or bespoke ingredients such as pre-mixes, infusions, foams, etc. can be prepared before the challenge but must comprise no more than three of the eight maximum allowed ingredients.
- You are allowed to use barrel-aged ingredients, but they cannot comprise more than 30ml (1oz) of the ingredients in any cocktail.

## **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 penalized.
- Recipes may be adjusted after the deadline within reason (i.e. not substituted entirely) as long as the organizers 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 plagiarized 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 ounces (US) and/or milliliters 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**

- 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.

### **SCORING PROCESS**

#### **ADJUDICATION AND SCORING**

- The judges and Competition organizers 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.