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## **WORLD CLASS COMPETITION**

### **OFFICIAL RULES AND REGULATIONS**

Updated Effective Date: 27 December 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; and
  - iii. complete a World Class Studio seminar either online or in person, conducted by an official DIAGEO representative.

**WORLD CLASS STUDIOS**

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1. Each participant will submit all original World Class cocktails 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.
1. Each recipe must comply with the Challenge rules which can limit the number and amount of non-standard ingredients.
2. Each recipe will be judged equally on a set of categories (outlined in the challenge guide) .
3. 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.
4. DIAGEO reserves the right to feature any cocktail recipe in any DIAGEO owned property until the end of June 2027.
5. DIAGEO reserves the right that the cocktail itself, if chosen as a finalist and/or winner, becomes property of DIAGEO.
6. The prize for each World Class Local Market Winner includes:
  - a. a trip for one 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 then 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 to visit Canada if required
  
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, 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 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. 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-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. 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.
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

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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.

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## **JUDGING CRITERIA**

Each year the challenges in World Class are designed to test every aspect of a bartender's skill, technique and how they work under pressure.

Some of the challenges require a command of classic recipes and knowledge of the stories behind them, some challenges require spontaneous creativity and inventiveness and being able to interpret new flavours.

Most importantly your ability to communicate and charm your guests and if necessary explain your work will be a major skill we will look for, after all that has always been a crucial part of the bartender's art.

1. The judges of the Competition must include at least 1 of each of the following:
  - a. Global/Regional or Market Diageo Reserve Brand Ambassadors. Market Diageo Reserve Ambassadors must be from another market to the one where The Competition is taking place
  - b. Respected bar-industry professionals with and recognised 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 form the Local Market Competition Guidelines
- We recommend that the Local Markets adopt the localised version of the Global Final scoring app to ensure maximum transparency and efficiency (please contact GBT for further details).
- 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.

## **DIAGEO RESERVE WORLD CLASS 2023 Official Cocktail Competition Rules & Scorecard**

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## **DRINKS & PREPARATION - RULES APPLICABLE TO ALL CHALLENGES**

- 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 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 (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
- 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 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. 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.

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



- All of 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 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 ounces (US) and/or millilitres 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.

### **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.

#### **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.
- The scoring points you earn are converted into ranking points by a percentage process. (see below).
- The ranking point system ensures all judges' scores carry equal value.
- Every single challenge has the same weight in the overall points system.



## RANKING POINT SYSTEM

### Overview

- At the Global Finals we have different challenges, changing categories, and of course the variances of each individual judge’s scoring styles. To get consistency with so many variables and to ensure fairness when a few points difference means victory or defeat it is essential we use a ranking points system.

### Procedure

- We add up the scoring points in a challenge and take the highest score from the bartender for each judge. That top score becomes the benchmark for all other participants for that individual judge.
- Every single judge has a separate total of ranking points, although they can have the same winner.
- Each judge marks the participants and then their highest scoring participant earns a maximum of 100 ranking points. Each participant earns ranking points relative to the winner in the challenge as a percentage of the leading score.

NAME	JUDGE 1			JUDGE 2			JUDGE 3			CHALLENGE TOTAL
	Score	Lead Score	Ranking Points	Score	Lead Score	Ranking Points	Score	Lead Score	Ranking Points	
1 bartender 1	98	126	77.78	88	115	76.52	102	120	85.00	79.77
2 bartender 2	120	126	95.24	102	115	88.70	105.5	120	87.92	90.62
3 bartender 3	122.5	126	97.22	115	115	100.00	110	120	91.67	96.30
4 bartender 4	112	126	88.89	111	115	96.52	108	120	90.00	91.80
5 bartender 5	102	126	80.95	90	115	78.26	120	120	100.00	86.40
6 bartender 6	119	126	94.44	109	115	94.78	118	120	98.33	95.85
7 bartender 7	92	126	73.02	84.5	115	73.48	111	120	92.50	79.66
8 bartender 8	95.5	126	75.79	91	115	79.13	97	120	80.83	78.59
9 bartender 9	106	126	84.13	94	115	81.74	104	120	86.67	84.18
10 bartender 10	114.5	126	90.87	103	115	89.57	103	120	85.83	88.76
11 bartender 11	126	126	100.00	114	115	99.13	112	120	93.33	97.49
12 bartender 12	107	126	84.92	101.5	115	88.26	100.5	120	83.75	85.64
13 bartender 13	121	126	96.03	113	115	98.26	109	120	90.83	95.04
14 bartender 14	117	126	92.86	102	115	88.70	106	120	88.33	89.96
15 bartender 15	113	126	89.68	96	115	83.48	99	120	82.50	85.22

- In the above example you can see that each of the judges had a different high score, these were respectively 126 for bartender #11, 115 for bartender #3, and 120 for bartender #5.
- All the other bartenders get ranking points as a % of the lead score from each judge.
- In the total column all of the scores are added together and then divided by the number of judges.

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- Bartender #11 came highest with combined ranking points of 97.49 (this bartender came 1<sup>st</sup> for Judge 1, 2<sup>nd</sup> for Judge 2 and 3<sup>rd</sup> for Judge 3).

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