



YOU ARE INVITED TO BE A PART OF THE BELUGA SIGNATURE BARTENDER PROGRAM 2017

The winner of the Beluga Signature bartender program will get an all expenses paid trip to TOTC and the name of Beluga Global Brand Ambassador 2018!

Commitment to the terms and conditions you are about to read is an ultimate rule of participation in the Beluga Signature bartender program. Entrants can be accepted exclusively in compliance with this consent.

GENERAL TERMS

- Participants are liable to provide to Beluga TM all the rights to use the name of the cocktail, its recipe, idea and image and to process personal data and photos/videos of the contestants taken during the competition. Competitors will be accredited whenever possible.
 - Beluga employees or associated companies and personnel are not eligible to enter.
 - Only one entry per person is possible.
 - An entrant must be legal drinking age in the country of residence.
- The entrant shall represent an account from the countries and cities that are a part of the program. Applicants from other territories who wish to participate nonetheless, shall bare all travel expenses by themselves.
 - The venue should have at least one of Beluga products listed and stocked.
 - Prizes are not exchangeable and cannot be converted in cash. Judges' decision is final.
- Competitors considered by the organizer to be practicing or promoting any form of irresponsible drinking, will be disqualified.
 - Recipes must be unique. Any sort of plagiarism entails disqualification.
 - Participation presumes acceptance of these terms and conditions.

BELUGA SIGNATURE 2017 MILESTONES

- Register and attend a masterclass by Beluga brand ambassador in your city.
- Submit two recipes: one classic cocktail with a local twist on Beluga Noble and one creative Gold Line neat serve both authentic to the region you represent and respective to the standards and values of Beluga brand at the same time.
- Become one of the 15 entrants and present your serves at the creative stage in front of the judges. Become one of the three semi-finalists in your city to proceed to the Promotion stage.
 - List both the serves at your venue, promote them by any means and submit promotion results to the organizers.
 - Compete in local final and become one of the two from your country to travel to Saint-Petersburg for the Grand Final in September 2017.
 - Earn the name of Beluga Global Brand Ambassador and travel to TOTC 2018.

CREATIVE COMPETITION GENERAL RULES

- Recipes, inspiration background and images shall be submitted via beluga-signature website. In case of an error the recipes can be sent to the email of a Beluga Brand Ambassador. 15 best entrees from each city will be shortlisted for the creative competition.
 - Each participant is required to present his recipes personally in front of the board of judges on a specific day.
 - Each participant will have not more than 15 minutes for preparation and presentation of the cocktail.
 - The cocktail shall be prepared in triplicate. A single creative serve is required.
 - 3 best serves from each city will be chosen by the board of judges and proceed to the promotion stage.

GENERAL REQUIREMENTS FOR COCKTAILS

- The dominant spirit ingredient must be Beluga Noble vodka. No other vodka brands can be used.
- A cocktail shall not contain more than 7 ingredients including drops, dashes, syrups etc. Solid garnishes are not counted as ingredients.
 - Only traditional bartender tools can be used.
 - Recipes for all homemade ingredients shall be provided.
- Each serve shall be titled. The name must contain the word "BELUGA". Drink names including rude, lurid, sexual words, or words associated with narcotics or motor vehicles are prohibited.
 - All ingredients shall be measured precisely in commonly accepted units.

GENERAL NEAT SERVE REQUIREMENTS

- The only ingredient must be Beluga Gold Line vodka. No other vodka brands can be used.
- Participants are not allowed to modify liquid in any way - no dashes/drops/sprays/solid garnishes inside the liquid are allowed.
 - Participants are allowed to aromatize/freeze or make any other manipulations with the glass.
 - Participants are allowed to use any side pairing/decoration/garnish.
 - Full and detailed description of the serve shall be provided.
- Each serve shall be titled. The name must contain the word "BELUGA". Drink names including rude, lurid, sexual words, or words associated with narcotics or motor vehicles are prohibited.
 - All ingredients shall be measured precisely in commonly accepted units.

PROMOTION STAGE GENERAL RULES

- Both winning serves shall be promoted in the participant's account during the given period.
- Tools for promotion may include but not be limited to: menu inserts, social media promotion, happy hours, personal recommendations etc.
 - Social media promotion can win you extra points. Hashtags to be used are: #belugasignature, #belugavodka, #creatednotmade, #materednotmixed
- By the end of promotion period all participants shall present to the Organizer supporting documents including sales report. Report shall be submitted via beluga-signature website. In case of an error the report can be sent to the email of a Beluga Brand Ambassador.
 - As a result all semi-finalists will be invited to a Beluga Embassy in their country for the final secret challenge.
 - As a result of the local final only 2 contestants will be invited to Saint-Petersburg to represent their country and compete in the Grand Final.



ASSESSMENT CRITERIA

CREATIVE STAGE:

- **Recipe** (0-5 points). The recipe should consider Beluga vodka's character and combine nobility with modern attitude. The recipe has to correspond to the creative task and respect Beluga brand values and visual standards. Local ingredients shall be used.
- **Preparation** (0-5 points). The cocktail shall be prepared with the use of traditional tools within given time and distributed into three equal portions. Technique and accuracy count. The cocktail should be realistic to recreate.
- **Appearance/Garnish** (0 -10 points). The color and consistency of the cocktail should be unobtrusive yet attractive. Participants should come up with the most flattering way of serving their cocktails. The cocktail shall be prepared accurately by the participant.
- **Taste and scent** (0 -10 points). Preference will be given to the cocktails that have remarkable and unmistakable taste and attractive smell. Ideal Beluga cocktail must incorporate subtlety and courage in its flavor. The cocktail should be meant to be prepared on Beluga vodka not the other way round.
- **Presentation and Naming** (0 -10 points). All contestants should describe their inspiration for the cocktail and prove its correspondence to Beluga standards and values. Beluga is faithful to its roots and traditions yet it promotes proactive social position and aspiration for new experiences and adventures. Inspiration can be derived from a variety of aspects of life. The only condition is that it has to share Beluga's portfolio of values. The name should be sophisticated and Noble yet catchy and comply with the rules stated above.

PROMOTION STAGE:

- **Background** (0 - 20 points). Contestants shall develop the story line presented on the creative competition which will be a part of the cocktails promotion and help to attract attention to the cocktail among clients thus increase sales.
 - **Promotion** (0 -25 points). Finalists should present outstanding results from promotion of the cocktail in their venue. This term is of the utmost importance and it will be assessed to the same extent as the taste and look of the cocktail. In this part of the competition contestants should pay attention to Beluga's target customer that is a successful and confident brilliantly educated individual with clear system of values. Our consumers have delicate taste and appreciate eternal classics accompanied by brightest modern trends. All sorts of promotional methods can be used: social media, personal recommendations, print materials etc.
 - **Sales** (0 -10 points). Actual fact of the sales results shall be backed up with the official documents from the accounting system of the venue (e.g. R-keeper).
- **Stock of the product** (0 -5 points). Beluga vodka shall be listed in the venue and the order of the product within the competition period has to be backed-up documentary.