



YOU ARE INVITED TO BE A PART OF BELUGA SIGNATURE BARTENDER PROGRAM 2018

The winner of Beluga Signature bartender program gets the title of Beluga Signature Ambassador 2019 and will present Beluga brand at international industry events:

- Bar Convent Berlin, Germany (October 2018)
 - Tales of the Cocktail, USA (July 2019)
 - Barra Mexico, Mexico (August 2019)
- * Destinations are subject to change

Additionally the winner will be granted a 1 week internship at one of the 50 World's Best Bars upon contestant's choice with return flight and accommodation paid by the organizer. The internship itself is not paid.

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.

1. 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.
2. Beluga employees or associated companies and personnel are not eligible to enter.
3. Only one entry per person is possible.
4. An entrant must be legal drinking age in the country of residence.
5. Applicants shall be employed bartenders/ bar managers
6. The entrant shall represent an account from the country 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.
7. Prizes are not exchangeable and cannot be converted in cash. Judges' decision is final.
8. Competitors considered by the organizer to be practicing or promoting any form of irresponsible drinking, will be disqualified.
9. Recipes must be unique. Any sort of plagiarism entails disqualification.
10. All the competition is held only in English. Involvement of interpreter is not acceptable.
11. Participation presumes acceptance of these terms and conditions.



BELUGA SIGNATURE 2018 MILESTONES

1. Shoot a 1-2 min video introduction presenting yourself and your bar and explaining what terms **"gourmet"**, **"luxury"** and **Beluga vodka** mean to you. Video shall be recorded in English. Professional video is not required (Phone camera is enough).
2. Upload the video to beluga-signature.com OR post it in your social media (Facebook/Instagram) with #belugasignature2018 and tag official Beluga vodka page. Make sure your profile is open at least for the organizers.
3. Submit online registration form and get shortlisted to Beluga Signature Bartender School. Only **20** applicants will receive invitation to the School (see assessment criteria in **Annex 1**)
4. Attend Beluga Signature School on a given day in a given city. Organizers cover all the costs excluding competitors' personal expenses.
5. All attendees of Beluga Signature bartender school are required to create a cocktail based on the creative task and upload the recipe and image to beluga-signature.com as well as promote it by all possible means during one month.
6. As a result of the online assessment **10** best cocktails will be shortlisted and their creators invited to the country final for a personal presentation in front of the judges. 1 month before the personal presentation these 10 semi-finalists will receive an additional home task.
7. During the personal presentation each contestant will have 15 minutes to prepare and present **2** creations in front of the judges. Presentation must be held in English.
8. As a result of personal presentation only **1** person per country will get invitation to the Global Finals in Sochi. Organizers cover all the costs excluding competitors' personal expenses.
9. Global Finals will take place in Russian city of Sochi on the **10th of September 2018**.
10. Only **1** winner will be crowned as Beluga Signature Ambassador 2019 and will receive rewards.

CREATIVE COMPETITION GENERAL RULES

1. Recipes, inspiration and images shall be submitted via beluga-signature.com website. In case of an error the recipes can be sent to the email of a Beluga Brand Ambassador.
2. Promotion of the cocktail can bring you extra points. The cocktail can be promoted by all possible means such as: social media promotion, videos creation, menu listings, personal recommendations, special inserts etc.
3. 10 best entrees from each country will be shortlisted for the personal presentation and will receive an additional 'home task'.
4. 10 shortlisted participants are required to present their 2 recipes personally in front of the board of judges on a specific day.
5. Each participant will have not more than 15 minutes for preparation and presentation of 2 cocktails.
6. 1 winner from each country will receive invitation to the Global Finals in Sochi.

GENERAL COCKTAILS REQUIREMENTS

1. The dominant spirit ingredient of both serves must be Beluga vodka. No other vodka brands can be used.
2. Participant can use any Beluga Vodka type of his choice.
3. Only traditional bartender tools can be used.
4. 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.
5. All ingredients shall be measured precisely in commonly accepted units.



APPENDIX #1 APPLICATION VIDEO ASSESSMENT CRITERIA

At the application stage we assess only participant's public and English speaking skills as well as understanding of the Beluga brand. Professional video is not required.

1. Applicant represents one of 9 participating countries
2. Applicant has reached legal drinking age
3. Video does not contain kids and/or pregnant women
4. Video is recorded in English.
5. Video's message is clear and understandable
6. Video is taken at the bar and applicant looks appropriately to his/her working place
7. Applicant covers in his/her video all three topics: 'luxury', 'gourmet' and 'Beluga' and explains them through his own perspective.
8. Video does not promote irresponsible drinking, harassment and does not contain any type of offensive message or behavior
9. Video is posted on beluga-signature.com OR in applicant's social media with #belugasignature2018 tagging official Beluga vodka page
10. If posted in social media applicant's profile shall be opened for organizers at least for the competition period
11. Applicant has submitted online registration form on beluga-signature.com