



YOU ARE INVITED TO BE A PART OF BELUGA SIGNATURE BARTENDER PROGRAM 2019

1. The winner of Beluga Signature bartender program will be crowned Beluga Signature Ambassador 2019 and will present Beluga brand at significant international industry events such as:
 - Bar Convent Berlin, Germany (October 2019)
 - Athens bar show (November 2019)
 - Barra Mexico, Mexico (August 2020)* Destinations are subject to change
2. 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.
3. 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. Participants that have been global finalists more than once are not eligible to enter.
4. Only one entry per person is possible.
5. An entrant must be legal drinking age in the country of residence.
6. Applicants shall be employed bartenders/ bar managers.
7. The entrant shall represent an account from the country that is a part of the program. Applicants from other territories who wish to participate nonetheless, shall bare all travel expenses by themselves.
8. Prizes are not exchangeable and cannot be converted in cash. Judges' decision is final.
9. Competitors considered by the organizer to be practicing or promoting any form of irresponsible drinking, will be disqualified.
10. Recipes must be unique. Any sort of plagiarism entails disqualification.
11. All the competition is held only in English. Involvement of interpreter is not acceptable.
12. Participation presumes acceptance of these terms and conditions.

BELUGA SIGNATURE 2019 APPLICATION

1. Participants are required to reinvent a classic vodka cocktail recipe by adding a local touch to it.
2. Participants are required to use at least one ingredient from the area they originate or represent in the competition.
3. 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
4. A drink shall not contain more than 5 ingredients in total including drops, dashes, syrups etc. Solid garnishes (e.g. an olive) are not counted as ingredients.
5. Beluga vodka shall be the dominant spirit of the cocktail. The drink shall contain from 30 to 50 ml of Beluga vodka.
6. The drink shall contain no more than 3 units of alcohol.

7. The cocktail must be garnished.
8. It is allowed to use homemade ingredients.
9. Infusions and homemade blends are counted as 1 ingredient.
10. Participant has to submit a short introduction/inspiration for the cocktail in English.
11. Participant can choose any Beluga Vodka type.
12. The cocktail's recipe, image and story behind the cocktail has to be uploaded to beluga-signature.com before February 28th, 2019.
13. 30 applicants will be shortlisted for Beluga Signature Bartender School by the 10th March and get access to exclusive educational program developed by Philip Duff in collaboration with renowned industry experts

ENTRY RECIPE ASSESSMENT

All recipes are assessed online by the local Beluga vodka brand team and local brand ambassadors under the general supervision of Philip Duff.

Recipe (0-10)

- All the basic requirements described above are followed
- Ingredients are balanced
- Chosen technique fits the recipe in the best way.

Appearance/Garnish (0-10).

- The color and consistency of the cocktail are unobtrusive yet attractive.
- Look and presentation respects cosmopolitan spirit of the brand, its visual standards and style.
- Cocktail is garnished.
- Garnish is noble and sophisticated.
- Participant should come up with the most flattering way of serving their cocktails.
- Any type of glassware can be used.

Inspiration (0-10)

- All contestants should describe their inspiration for the cocktail in English.
- The story shall respect Beluga's core values and standards.

Promotion (0-5).

Additional points can be gained through promotion of the drink in social media using hashtags #belugasignature2019 #belugavodka