

CONDITIONS OF PARTICIPATION: BACARDI MOJITO FEST 2023

SUMMARY:

- Activation dates: from Sept 9th to Oct 1st, 2023.
- Participating venues will receive commercial benefits in the purchase of product (6+1) in BACARDÍ Superior, POS materials (visibility, glassware, apparel, barware) and advertising support for traffic generation.
- To participate each venue must design a creative mojito and offer the Bacardi original mojito.
- The festival will end with a bartender competition event in which 2 winners will be chosen (best creative Bacardi mojito and best Bacardi original mojito).
- The winning bartenders and a venue representative will win a cash prize
- the official website of the mojito fest will be: www.bacardimojitofest.com

COMMERCIAL BENEFITS FOR THE PARTICIPATION OF THE VENUES

- Participating venues will receive the benefit of 6+1 of BACARDÍ Superior from Sept 4th to October 2nd, 2023.
- Constant communications will be made to encourage traffic to participating venues on public roads, digital media and influencers.
- Support will be provided in the generation of audiovisual content prior to and during the event.
- Staff training on the perfect Bacardi Original mojito and coaching on the development of the creative mojito will be provided
- POS material of the brand, such as glassware, branded apparel, barware, etc that are useful for the establishment.

CONDITIONS OF PARTICIPATION TO THE ESTABLISHMENT:

- The use of BACARDÍ glassware and material provided is mandatory during the execution of the platform for the Bacardi original mojito (the presentation and glassware used for the creative mojito is open to the creativity of the participating bartender).
- BACARDÍ is allowed to modify the conditions and guidelines established in this document.
- The venue must always have communication materials in place during the timeframe of the platform execution. Keeping visible all communication material in all formats (menu insert, table sticker or tent card).
- The venue must have inventory and priority presence of BACARDÍ Superior and BACARDÍ portfolio on the menu or menu insert.

- The participating venue and personnel authorize the use of image, name and logo of the establishment and mojitos to BACARDÍ Latin America & Caribbean or Cayman Distributors for the purposes of reproduction and public communication, interviews, advertising guidelines, as well as to use their image in the project for the purposes and within the purposes established by BACARDÍ Latin America & Caribbean and Cayman Distributors.
- Participants delegate the rights of intellectual property of the elaboration of their cocktails to BACARDÍ Latin America & Caribbean, for commercial exhibition of the activity and related activities.
- Participation in this activity implies full acceptance of these Rules, implying that the participant has read, understood, and expressly accepts their content, without reservations or limitations.
- Employees of BACARDÍ, Cayman Distributors or any company affiliated with them may not participate.
- The establishment agrees to comply with the training certification of the original mojito on the established date and to submit the creative mojito recipe by the date established for its registration.
- Only one bartender per venue can participate in the competition

MECHANICS AND PRIZES:

- The winner of the competition will be selected by a jury at the closing event to be held Oct 2nd, 2023, in CAYMAN.
- BACARDI Creative mojito winner (1 bartender): \$1,400 USD, and a Bartender kit
- Most Popular Mojito: \$1,000 USD

About the participating recipes.

- The use of psychoactive substances and similar is prohibited.
- For the name of the creative Mojito: names related to religion, politics, sex, racism, xenophobia and similar are prohibited.
- Only use perishable products from the local market.
- The use of any item related to the Mojito that is made of plastic is forbidden.
- Only use products from the BACARDÍ portfolio in the recipes.

Creative Mojito.

- Use a minimum of 45ml and a maximum of 60ml, only BACARDÍ Superior or Flavors line (BACARDÍ Lemon, BACARDÍ Coconut, etc.).
- Do not infuse the rum
- Do not use agricultural or competitor rums.
- Suggested price \$12 CI retail price (creative mojitos with higher costs may participate in the festival subject to BACARDÍ approval but will not participate in the competition).

Voting criteria:

- name creativity (10 points)
- appearance (30 points)
- flavor & aroma (30 points)
- technique & performance (15 points)
- history and inspiration (15 points)

Total: 100 pts

- Judges' decision will be final.

TERMS AND CONDITIONS CONTEST FAN FAVORITE – ONLINE VOTING

By capturing the QR code that is visible at the point of sale (table tent, or menu insert), customers can vote for their favorite mojito by loving the publication that corresponds to that mojito.

- The mojito with the most likes will be awarded as the most popular mojito
- Only votes made from Sept 9th, 2023 from 8 am. to Oct 1st, 2023 at 11:59 pm will be taken.
- The system only allows one (1) vote per IP and per user. Only votes registered with an IP in the Cayman Islands will be valid on the web. Votes made from IP abroad will be automatically deleted by the system.
- Each publication will be subject to verification, participants who use inappropriate ways to get votes will be disqualified.
- The results will be announced to the public through Instagram and the website, once the verification process is complete.