

## LADY AMARENA UAE 2019

### HOW TO ENTER:

#### **Recipe submission stage (from 20 May 2019 at 10.00 a.m. to 20 June 2019)**

Between 20 May 2019 (10.00 a.m.) and 20 June 2019, all barmaids and professional baristas aged 18 and over in the Out-of-Home Channel who are resident and/or domiciled in UAE will be given the opportunity to enter this competition in accordance with the following conditions.

To enter please visit [www.ladyamarena.it](http://www.ladyamarena.it) from a mobile device or desktop computer, access the relevant area for your country, register, access the registration screen where candidates will have to upload a recipe and picture of a drink, cocktail or other beverage, which must be original and in line with the theme **“Convey the uniqueness, character and distinctive taste of Amarena Fabbri with a drink, cocktail or other beverage”**.

More specifically, users must upload the recipe and its original picture, which must show the drink, cocktail or drink (alcoholic or non-alcoholic) made using one or more of the following Promoter's products:

- Fabbri Amarena cherries (fruit or syrup),
- Fabbri MixyBar Amarena cherry syrup,
- Fabbri Marendry bitter.

Please note:

- home made syrup preparations are not allowed,
- there is no special requirement in terms of the method of preparation and the recipe of the drink, cocktail or beverage can be either alcoholic or non-alcoholic (e.g. coffee, milk, tea or other ingredient).

Please also note that we will only accept recipes and related creations with a maximum of 5 ingredients. Any decorations, garnishes and sides shall not be counted towards the five ingredients. Please note that there should be no people in the picture.

It will be mandatory to enter the name of the drink, cocktail or drink, indicating a maximum of 5 ingredients used and a brief description in English.

In order to enter, users must, after uploading the picture register by filling in the fields marked as mandatory in the relevant online form or by logging in via Facebook or a unique combination of Email and Password by entering their details.

The user will receive an automatic acknowledgement email requesting to confirm their identity. Failure to provide the required information will invalidate your entry.

Please note that in order to enter through Instagram users must include the hashtag #ladyamarenauae2019 for their entry to be considered valid; pictures without the hashtag will not be taken into consideration and the post must be public.

Do not mention or display signs, logos, trademarks or products of companies and third parties other than Fabbri 1905 in the recipe or picture.

We will accept themed photographs with a maximum size of 10 MB. The pictures must be in one of the following formats: jpg, jpeg or png.

The deadline for submitting the recipes and pictures is 20 June 2019 at 23,59,59".

### **Voting of the recipes sent (from 20 May 2019 at 10.00 am to 20 June 2019)**

All the recipes, including the related pictures, uploaded moderated and published, can be voted, in the gallery available on the website [www.ladyamarena.it](http://www.ladyamarena.it) in the relevant section for their country by internet users (both women and men) aged 18 and over by clicking on the relevant voting button after registering.

### **Selection stage 10 Finalists (by 30 June 2019)**

**By 30 June 2019**, valid recipes uploaded with their relevant picture will be assessed by a panel of judges who will review the information submitted and according to these criteria and scores:

1. Taste and balance (based on the ingredients indicated by the participant): score from 1 to 10 - weight 40%;
2. Appearance and presentation: score from 1 to 10 - 10% weight;
3. Effectiveness of the accompanying text (short description in English): score from 1 to 10 - weight 30%;
4. Replicability (evaluation of the possibility to reproduce the recipe in terms of the number of ingredients, availability on the national territory, execution times and drink cost): score from 1 to 10 - weight 10%.
5. Recipe preparation method: score from 1 to 10 points - weight 10%;
6. Votes received online: the three drinks / cocktails / beverages that will receive the largest number of votes from online users, according to the methods described above, will be awarded the following bonuses in relation to the individual score achieved:  
+10% to the most voted of the 3  
+7.5% per second most voted of the 3  
+5% to the third most voted of the 3;

will select a maximum of 10 recipes and pictures (plus a maximum of 10 additional entries according to their score) whose owners will have to recreate before a panel of judges that will select 1 user (Lady Amarena UAE) who will access the Final for the title of Lady Amarena 2019 to be held in Bologna (Italy) approximately by 31 October 2019 (the exact date and exact location will be communicated directly to the finalists).

The criteria for the selection of the finalist will be according to these Voting Methods and Criteria (Lady Amarena UAE)

1. Taste and balance: score from 1 to 10 - weight 40%;
2. Appearance and presentation: score from 1 to 10 - weight 10%;
3. Communication (speech): score from 1 to 10 - weight 30%;
4. Replicability (assessment of the reproducibility of the recipe in terms of the number of ingredients, availability on the national territory, execution times and drink cost): score from 1 to 10 - weight 10%.

A judge on the podium will give a verdict on the technical aspects and assign a score from 1 to 10 points - weight 10%

Online vote increase: to the three drinks/cocktails/beverages that turn out to be the most voted for by online users, according to the methods described above, will be assigned the following increases in relation to the individual score achieved:

- +10% to the most voted of the 3
- +7.5% to the second most voted of the 3
- +5% to the third most voted of the 3.