

“LADY AMARENA UK 2021”

Beneficiaries: The initiative is aimed at women bartenders and professional bartenders in the Out-of-Home Channel **who** live and/or reside in UK. Voters can be both women and men of legal age.

Country: UK

Overall duration: From 1 October 2021 to 31 March 2022

TERMS OF PARTICIPATION

Video-recipe Submission Phase (1 October 2021 to 31 March 2022)

During the period from 1 October 2021 (10:00 a.m.) to 31 March 2022, all professional bartenders and barmaids of legal age listed under Recipients will be given the opportunity to participate in this initiative as described below.

To take part, you will need to connect to the initiative's website from mobile or desktop, access the area dedicated to the reference country where the participant is domiciled and/or resident, register, and access the participation interface where Recipients will have to upload a recipe for a drink, cocktail or other beverage accompanied by original video and photographic content representing the theme "Interpret the uniqueness, personality and unmistakable taste of Amarena Fabbri with a drink, cocktail or other beverage".

Users must upload a video of a maximum duration of 3 minutes and in one of the following formats mp4, mov, mpeg or avi, in which they personally create a recipe for a drink, cocktail or beverage (alcoholic or non-alcoholic) made using one or more of the following Fabbri products:

- Amarena Fabbri (fruit or syrup),
- Fabbri MixyBar Amarena syrup,
- Marendry Fabbri bitter liqueur,
- Fabbri partner products where available

and a photo of this drink, cocktail or beverage (alcoholic or non-alcoholic) made in the recipe video.

It is specified that:

- home-made syrup preparations are excluded,
- the preparation technique is free and the recipe for the drink, cocktail or beverage can be either alcoholic or non-alcoholic (e.g. based on coffee, milk, tea or another ingredient)
- the video must depict only the participant and not third parties

- the registration data must correspond to the person portrayed in the video.

Please note that only recipes and their creations with a maximum of 5 ingredients will be accepted. Any decorations, toppings and sides will not be counted in the 5 ingredients.

It will be compulsory to include in the description area the name of the drink, cocktail or beverage, the recipe with an indication of the maximum 5 ingredients used and a brief description in English.

In order to participate, users must, after uploading the video content, register by filling in the fields indicated as mandatory in the electronic form or a unique combination of Email and Password by entering their credentials.

The user will receive an email with a confirmation link from the system to confirm their identity. In order to complete the registration process, you will be asked to declare that you are of legal age and that you accept these Rules and their conditions.

Failure to provide the required permissions will result in inability to participate.

By participating, the Recipient

➤ authorises the publication and use of the images submitted for participation in the spaces and in the manner deemed appropriate by the Organiser;

➤ declares to be the owner and/or author of the video(s) and related recipe(s).

You will also be asked to read the privacy notice on data processing and to consent to the same.

Only one registration will be allowed for each Recipient participating in this initiative, but it will be possible for a single user to upload several different recipes/videos. However, only the first content submitted by the user will be taken into consideration for the Commission's pre-selection.

Registration is associated with a unique combination of First Name, Last Name and Email, each email address may be associated with a unique first name and last name of Recipient.

The Organiser reserves the right to check and cancel any additional registrations by the same participant. Subsequent registrations that can be traced back to the same identity may also be invalidated retrospectively and in the event of a win, the win will be invalidated and the prize awarded to a reserve.

No participation under a false name or false identity will be accepted. Again, the Organising Company reserves the right to verify the identity of participants and to take any appropriate action in the event of a breach of this rule.

The recipe, video and photo may not mention or depict signs, logos, distinctive marks or products of third-party companies other than Fabbri and/or Partner Products, where present.

The technical characteristics of the content to be uploaded, as well as the procedures for uploading it, will be specified in detail in the dedicated space.

The deadline for participants to send in their recipes with photos and videos will be 31 March 2022 at 11:59:59 p.m.

All content uploaded will be subject to moderation and may be deleted at any time if deemed off-topic, or otherwise not in line with the initiative or contrary to public morality and decency at the sole discretion of the Organisers. Work rejected at this stage will, however, be retained and made available for inspection. Identical or similar recipes/videos uploaded by the same and/or different users will not be accepted (e.g. same video of the drink, taken in the same context from different angles or with small elements of diversification).

Contributions uploaded for participation will be published within 48 hours of being uploaded.

VOTING Submitted recipes (1 October 2021 to 31 March 2022) All the recipes, accompanied by the relative photo and video contribution, uploaded, moderated and published, may be voted on in the gallery accessible from the initiative's website in the relative dedicated section, by internet users (both women and men) of legal age using the appropriate voting button after registration.

Voting will be managed by a specially developed computer application. In order to vote, each user must have completed the registration procedures on the site.

Please note that the same user will only be able to cast a maximum of one vote for the same recipe and video during the entire participation period. Subsequent votes for the same recipe and video that can be traced back to the same identity may therefore be invalidated even after the event (for example, fraudulent duplicate votes using multiple registrations by the same user or using computer procedures or software to cast votes will not be accepted).

PRE-SELECTION PHASE of the 10 finalists (by 5 April 2022)

By 5 April 2022, the valid recipes uploaded together with their photo and video content will be submitted for assessment to a panel of experts chosen by the Organiser, who will view this content and based on these criteria and scores:

1. Taste and balance of the recipe (based on the ingredients indicated by the participant): score from 1 to 10 - weight 40%;
2. Appearance and presentation of the recipe: score from 1 to 10 - weight 10%;
3. Communication (effectiveness of presentation): score from 1 to 10 - weighting 30%;
4. Replicability (assessment of the reproducibility of the recipe in terms of number of ingredients, availability in the national territory, execution time and drink cost): score from 1 to 10 - weight 10%;
5. Technique and technical aspects of recipe preparation: score from 1 to 10 points - weighting 10%;
6. Votes obtained online: the three drinks/cocktails/drinks that are voted the most by online users, as 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% to the second most voted of the 3
 - +5% to the third most voted of the 3;will select 10 recipes accompanied by the relevant video and photos, the names of which will win access to the Final Phase detailed below.

PHASE of Publication and Voting of the 10 finalists (from 10:00 a.m. on 10 April 2022 to 30 April 2022)

From 10 April 2022 (10:00 a.m.) to 30 April 2021, the recipes of the 10 finalist recipes will be published in the gallery of the initiative's website in the dedicated area Territory of Reference and can be voted by internet users of legal age, both men and women, using the special voting button after registration. Please note that the votes for this "Publication and Voting Phase of the 10 finalists" will be recounted from zero, so the points will not be added to those accumulated in the previous Voting Phase which ended on 31 March 2022.

Voting through the gallery of the 10 finalist recipes will be managed by a specially developed computer application. Please note that the same user may only cast a maximum of one vote for the same recipe during this phase. Subsequent votes for the same recipe, and which can be traced back to the same identity, may therefore be invalidated even retrospectively (by way of example but not limited to, fraudulent duplicate votes using multiple registrations by the same user, or using computer procedures or software to cast votes will not be permitted). Please note that the 10 finalists will be able to promote and test their

drink/cocktail/beverage in order to encourage voting: they can promote it in their venue or in any way they see fit, always respecting the use of the Fabbri brand.

FINAL PHASE - LADY AMARENA 2021 UK

The 10 finalist recipes accompanied by the relative photo and video content will be submitted for assessment to a panel of experts chosen by the Organiser, who will view and assess each of the 10 competing recipes (drinks/cocktails/drinks) according to the following criteria and scores:

1. Taste and balance of the recipe (based on the ingredients indicated by the participant): score from 1 to 10 - weight 40%;
2. Appearance and presentation of the recipe: score from 1 to 10 - weight 10%;
3. Communication (effectiveness of presentation): score from 1 to 10 - weighting 30%;
4. Replicability (assessment of the reproducibility of the recipe in terms of number of ingredients, availability in the national territory, execution time and drink cost): score from 1 to 10 - weight 10%;
5. Technique and technical aspects of recipe preparation: score from 1 to 10 points - weighting 10%;
6. Votes obtained online: the three drinks/cocktails/drinks that are voted the most by online users, as 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% to the second most voted of the 3
 - +5% to the third most voted of the 3.

The Organisers reserve the right, at their discretion, to request or not, during the selection of the present phase, a video call with the finalists for evaluation purposes; in the event of the need for such a connection, the 10 finalists will be notified in due time.

AWARDING OF THE TITLE LADY AMARENA 2021 OF THE RELEVANT AREA

At the end of the Final Stage, the winner of the title of LADY AMARENA 2021 of the reference Territory will therefore be declared, who will be the bartender/bartender matched to the first classified recipe according to the indisputable judgement of the Commission and the criteria and scores indicated above. The winner of the title will gain access to attend the Lady Amarena Global competition as a Territory finalist.

If Lady Amarena Global is unable to participate, the runner-up will take over, and so on.

In case of a tie, the competitor with the highest score will win according to the following

priorities:

- 1- taste and balance of the drink/cocktail/drink,
- 2- communication,
- 3- appearance and presentation of the drink/cocktail/drink,
- 4 - technical judgement.

All finalists will receive a certificate of participation.

It is also recalled and reiterated that:

- Each recipient user may only register once;
- Useful votes will be considered those expressed through the software's internal voting process, in no case will shares count towards the online voting score;
- In the case of several videos/recipes sent by the same participant, only one video/recipe corresponding to the first one sent by the user will pass to the Commission's Evaluation Phase, regardless of the votes accrued.

NOTICES AND ACCEPTANCE OF WINNINGS

The winner will be notified by email within 15 days of the award. If the participant cannot be contacted or if the acceptance is not valid (e.g. due to failure to reply within the time limits and procedures requested or impossibility of participating in Lady Amarena Global), the ranking will be scaled down and the next participant will take over in order of ranking and so on.

It should also be noted that:

- Exclusion of participants: persons resident and domiciled outside the national territory of reference referred to under Country are excluded from participation; - Employees or collaborators of the companies involved in the organisation of the initiative;
- Minors; - Men.

Voters can be both women and men of legal age.

All users who win using means and instruments deemed suspicious, fraudulent or in violation of the normal course of the initiative will also be excluded from participation and will therefore not be able to enjoy any prize won. The Organiser or third parties commissioned by the Organiser reserve the right to proceed, as they deem fit, and in accordance with the laws in force, to limit and inhibit any initiative aimed at circumventing the system devised.

Bartenders taking part in other Lady Amarena 2021 competitions held outside the national territory indicated under the heading Country may not take part.

The Organiser reserves the right to disqualify a competitor and/or block his/her account and/or deduct any points accrued improperly if any behaviour has been carried out in such a way as to circumvent the game system devised (including but not limited to hacking, creating temporary or fictitious accounts, multiple participations from the same IP address, etc).

- The Organiser accepts no liability for any consequences resulting from any problem of access, impediment, malfunction or difficulty concerning the technical equipment, the computer, the telephone line, transmission and connection, or the Internet connection, which may prevent a competitor from participating or accepting his/her winnings in the time and manner indicated.

- The winner is solely responsible for the management of his/her own mailbox, with particular reference to:

- Receipt of the possible winning email;

- The adoption of security measures to prevent unauthorised persons from accessing their mailbox.

The Organising Company and the third parties appointed by it accept no liability in the event of non-delivery or late delivery of the prize in the event of one of the following conditions occurring:

- The winner's mailbox is full;

- The email provided by the participant during registration is non-existent, incorrect or incomplete;

- No response from the host computer after sending the winning notification email;

- A winner's mailbox is disabled;

- The email address given during registration is blacklisted; ➤

Incorrect and/or untrue personal data.

Users will not be accepted as valid and will not be able to register if they try to register from providers usually used for creating temporary emails such as http://asset.leevia.com/doc/disposable_fake_emails_list.txt.

Participants who upload a recipe accompanied by video/photos declare and guarantee:

- That the recipe with video/photos submitted is their exclusive property and does not infringe the rights of third parties;
- That there are no third-party rights that oppose the transmission and possible publication of the recipe accompanied by video or and the full and free disclosure by the Organiser and its associated companies on any material, media, without any territorial or temporal limitation;

- That the use of other parties in the realisation of the content submitted for the purposes of participation, including minors, is done in compliance with their rights under the mandatory regulations. In particular, the Participant undertakes to comply with all legal requirements for the correct use of collaborators or workers in any capacity whatsoever, and to hold the Organiser harmless from any liability towards them.
- To undertake to hold the Organiser harmless and indemnified against any claim and/or action, in or out of court, for any reason whatsoever, including compensation, made by any third party in relation to the material sent for participation, as well as against any charges (including reimbursement of all expenses incurred) that may arise from disputes of any nature made by third parties in relation to the recipe with video submitted;
- To assign all rights of disclosure and exploitation of the recipe and/or related video/photo to the Organiser, including the right for the Organiser and its assignees to use the recipe and/or related video in any advertising material, in any format, on any material, without any territorial limitation;
- To refrain from claiming or acting on any compensation;
- That the property rights and copyrights of the submitted recipe and related video/photos are not encumbered by any deed restricting their effectiveness such as licences or similar;
- To take responsibility for the recipe and related video/photos made and sent for the purpose of membership.