

## **“LADY AMARENA REST OF THE WORLD 2026”**

**Recipients:** The initiative is aimed at female bartenders and professional bartenders of legal age in the Out-of-Home Channel who are domiciled and/or resident in one of the countries involved, as indicated under the heading Country. Voters can be both women and men of legal age.

**Country:** worldwide excluding China, Italy, Poland, Germany, Austria, Romania, Spain, Maldives.

**Voters:** Voters can be both women and men of legal age.

**Total duration:** From 10:00 AM on 7 April 2026 to 6:00 PM on 29 May 2026. Final jury by 15 June 2026.

### **TERMS OF PARTICIPATION:**

#### **PHASE Photo and recipe submission (10:00 AM on 7 April 2026 to 6:00 PM on 29 May 2026).**

In the period from 7 April 2026 to 6:00 PM on 29 May 2026, all professional bartenders and baristas of the Out of Home Channel in activities listed under Recipients will be given the opportunity to participate in this initiative as described below.

To participate you must connect to the website <https://restoftheworld.ladyamarena.it/> on a mobile phone or computer, access the area dedicated to the competition, register, access the participation interface, where the Recipients will have to upload a recipe for a drink, cocktail or other beverage accompanied by original photographic content representative of the theme "Interpret the uniqueness, personality and unmistakable taste of Amarena Fabbri with a drink, cocktail or other beverage".

In detail, users will have to upload a photo featuring a drink or cocktail or beverage (alcoholic or non-alcoholic) made by them using one or more of the following products by the Organiser:

- Amarena Fabbri (fruit or syrup),
- Fabbri Amarena MixyBar syrup,
- Marendry Fabbri bitter liqueur,
- Fabbri Gin.
- Fabbri Ratafià

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 photo must clearly show the drink, cocktail or beverage
- the registration data must correspond to the person who made the drink, cocktail or beverage.

It is also specified that only recipes and the related creations with a maximum of 5 ingredients will be accepted. Any decorations, toppings and sides will not be counted in the 5 ingredients.

In the description area, it is mandatory to enter 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 register by filling in the fields indicated as mandatory in the appropriate electronic form, as well as provide a unique combination of Email and Password and upload the photographic content in this phase or subsequently by logging in again, indicating the Email and Password. It will also be possible but not mandatory for users to give a link to a video showing the execution of the recipe; it will be mandatory, however, to mention in the form the place where the participants are active, as this is a necessary requirement for the purposes of taking part.

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

Failure to provide the required authorisations will result in the inability to take part in this competition.

By accepting the Regulations, the Participant

➤ authorises the publication and use of the images sent for participating in the competition, in the spaces and in the ways that the Promoting Company deems appropriate;

➤ declares that they are the owner and/or author of the photo and any videos transmitted and the recipe.

They will also be asked to read the information notice on personal data processing and consent to such processing.

Only one registration will be allowed for each Recipient participating in this initiative, and each individual user will only be able to upload one photo of the recipe.

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

The Organiser reserves the right to check and cancel any additional registrations and participations from the same participant. Subsequent registrations and participations to the same identity may also be invalidated retrospectively and in the event of winning, they will be invalidated, and the prize awarded to someone else.

No participation under a false name, false identity or fictitious identity will be allowed. The Promoting Company reserves the right to verify the identity of the contestants and to take any appropriate action in this regard should any rules have been violated.

The recipe, photograph and any videos may not cite or portray signs, logos, trademarks, or products of companies and third parties other than the Fabbri.

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 section.

The deadline for participation is 29 May 2026 at 6:00 PM.

All uploaded content will be subject to moderation by the Organiser or third parties appointed by it, which will eliminate, at any time, and at its sole discretion, those considered off-topic, or in any case not in line with the competition, or those that are contrary to public morality and decency. The works discarded at this stage will, however, be kept by the Promoting Company and made available for any checks. The Organiser, or third parties appointed by it, reserve the right not to accept identical or similar photos uploaded by the same user and/or different users (for example the same drink, retaken or in the same context from different angles or with small elements of diversification).

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

**VOTING Photos sent (from 10:00 on 7 April 2026 to 6:00 PM on 29 May 2026)**

All photos uploaded, moderated and published can be voted on in the gallery accessible from the contest's website in the relative dedicated section, by internet users (both women and men) of legal age through the appropriate voting button, after registration.

Voting will be managed by a specially developed computer application. To express their vote, each user must have completed the procedures for registration to the site. It should be noted that the same user shall have the right to cast one vote, at most, for the same photo during the entire period of the contest. Subsequent votes for the same photo 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 used to cast votes will not be accepted).

### **COMPETITION PHASE Final - "LADY AMARENA REST OF THE WORLD 2024" title (by 15 June 2026)**

**By 17 June 2024** the valid photos uploaded with the relative recipe descriptions will be submitted to a Jury composed of experts chosen by the Organizer for evaluation. The Jury will view this content and assess it according to these criteria and scores:

1. Taste and balance of the recipe (based on the ingredients and technique indicated by the participant): score from 1 to 10 - weight 40%.
2. Appearance and aesthetic presentation of the recipe: score from 1 to 10 - weight 15%.
3. Communication (name of the recipe and written presentation of the drink): score from 1 to 10 – 30% weight.
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 15%.
5. 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.
6. Video submission bonus: +5% if a video was uploaded
- 7. Coffee-based beverage bonus: +10% (alcoholic or non-alcoholic)**
- 8. Non-alcoholic beverage bonus: +10%**

On the basis of the votes cast by the Jury, the winner of the title of LADY AMARENA REST OF THE WORLD 2026 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, which will take place in Italy, as a Territory finalist.

If a bartender is unable to participate in Lady Amarena Global, the next recipe in the ranking will take over, and so on.

In the event of a tie, the competitor with the highest score will win according to the following priorities:

- 1- Taste and balance of the drink/cocktail/beverage,
- 2- Communication,
- 3- Appearance and presentation of the drink/cocktail/beverage,

#### 4- Replicability.

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#### **It is also recalled and reiterated that:**

- Each recipient user may only register once;
- The votes considered useful will be those expressed through the software's internal voting process, in no case will shares count towards the online voting score.

#### **COMMUNICATION AND ACCEPTANCE OF WINNINGS**

The winners of Lady Amarena Rest of the World will be notified by email in the manner already indicated. In the event of their unavailability or in the event that the acceptance is not valid (by way of example for failing to reply within the required time and manner – at least 5 days), the first reserve will then take over and so on. Should it be necessary, the runners-up will be contacted in order of positioning.

Please also note:

- Exclusion of participants: the following are excluded from participation in this competition:
  - Persons residing and domiciled in one of the countries listed as excluded;
  - The employees or collaborators of the Promoting Company and of the Delegated Company;
  - Minors
  - Men

Also excluded from participation in the Competition and, therefore, unable to make use of the prize, are users who — at the sole discretion of the Organiser or third parties appointed by the same — have won by means and tools that are deemed suspicious, fraudulent, or in violation of the correct performance of the initiative. The Organiser, or third parties appointed by it, reserve the right to proceed, within the terms deemed most appropriate, and in compliance with the laws in force, to limit and inhibit any action aimed at circumventing the system devised.

Bartenders taking part in other Lady Amarena 2026 competitions held outside the national territory may not take part.

The Organiser reserves the right to disqualify a competitor and/or block the account and/or reduce the points accrued improperly where there has been conduct that could circumvent the designed game system (including, but not limited to hacking, creation of temporary accounts, fictitious, multiple participations from the same IP address, etc).

- The Organiser assumes no responsibility for any problems deriving from problems of access, impediments, malfunctioning or difficulties concerning technical tools, computers, telephone lines, submission and connection or Internet connection that may prevent a participant from entering the contest or accepting their prize within the timeframe and manner set forth.
- The Winner is solely responsible for managing their email box, with particular reference to:
  - Receiving any winning email
  - Adopting the necessary security measures that prevent other individuals from

unauthorised access to their inbox.

The Organiser and the third parties appointed by it do not assume any liability in the event of failure or late delivery of the prize in the event that one of the following conditions occurs:

- The mailbox of the winner is full;
- The email address indicated by the participant during registration is non-existent, incorrect or incomplete;
- There is no response from the host computer after the winning notification email was sent;
- The winner's mailbox is disabled;
- The email given at the time of entry is found on a blacklist;
- Incorrect and/or untrue personal data.

Users attempting to enter the competition through providers normally used for the creation of temporary emails, will not be accepted as valid and will not be able to enter, such as those present at this link: [http://asset.leevia.com/doc/disposable\\_fake\\_emails\\_list.txt](http://asset.leevia.com/doc/disposable_fake_emails_list.txt).

Participants who upload a photo and/or video in this Competition declare and guarantee:

- That the photo and/or video sent is their exclusive property and does not affect the rights of third parties;
- That there are no third-party rights opposing the sending and possible publication of the photo and/or recipe, as well as full and free disclosure by the Organiser and its affiliated companies on any material, means of communication, 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 carry out all legal requirements for the correct use of collaborators or employees in any capacity, and to indemnify the Organiser from any responsibility towards them.
- To undertake to hold the Organiser harmless and indemnified from any claim and/or judicial or out-of-court action, for any reason including compensation, coming from any third party in relation to the material sent for participation, as well as from the charges (including the reimbursement of all expenses incurred) that the Organiser may derive from disputes of any nature brought by third parties in relation to the photo presented with a recipe;
- To transfer any rights of disclosure and exploitation of the photo and/or recipe to the Organiser, including the right for the Organiser and its assignees to use the photo and/or recipe in any advertising material, of any format, on any material, without any territorial restriction;
- That they waive any claim for compensation or similar actions;
- That the rights of ownership and copyright of the submitted photo and/or video recipe are not covered by any act that limits its effectiveness as a licence or anything similar;
- To be responsible for the photo and/or video recipe made and sent for the purpose of participation.