



WORLD'S BEST™ Martini

ANNUAL CONTENDERS CHALLENGE 2022

KEY INFORMATION

Participation Costs:

- a. The competition entry fee is £49 (or equivalent in local currency) per entered gin, payable within thirty (30) days of submitting an entry;
- b. All entrants provide two bottles of their stock for tastings;
- c. The selected contenders each provide sufficient stock to support the challenge event;
- d. The selected contenders additionally each pay a non-refundable co-marketing and event fee of £349 (or equivalent in local currency) payable on announcement of the selected contenders, usually by end of November 2021);

By submitting an entry per the methods described in Clause 1 below, you are indicating that you are authorised to, and that you are agreeing to, bind your gin producing organisation to the following terms and conditions.

Timeline

The competition proceeds according to key dates throughout the year, as follows:

- a. In June (e.g. June 2021 for the 2022 competition year) the competition is announced and open to new entries;
- b. From July to October the individual tastings with the contenders are planned as they enter the competition;
- c. On or around October 31st the five (5) contenders are announced;
- d. November to March is the initial promotion and planning phase for the final challenge event;
- e. On or after April 2022 the challenge event is held and the winner is selected;
- f. For a period of three (3) months following the event we actively work to promote all contenders;
- g. For the period following the event until the next year's event we actively work to promote and to co-host events with the winner.

OFFICIAL TERMS & CONDITIONS FOR PARTICIPATION

The World's Best Martini Annual Contenders Challenge is owned, organised and promoted by World's Best Ltd ("WBL").

1. Entering the Contender Challenge (the "Challenge")

- a. Entry is limited to officially licensed gin producing organisations (a "GinCo").
- b. The GinCo can enter one or more gins into the Challenge.
- c. The GinCo shall pay to WBL a Challenge entry fee of £49 (or equivalent in local currency) for each entered gin.
- d. The GinCo shall supply to WBL two standard bottles of each entered gin for the purposes of in-house tastings and assessment.
- e. Entry for the Challenge opens on June 1st of each Challenge year and closes on September 30th.

- f. The preferred method of submitting an entry is via the official entry form located at: <https://mrtn.is/2022>. However, entries shall also be accepted via a direct message (DM) to the World's Best Martini Twitter account @wbmchallenge, or an email to the team@worldsbest.uk email address.
- g. The £49 (or equivalent in local currency) entry fee shall be accepted by bank transfer to the UK bank account: 02246449 / 23-69-72 or via Paypal using the link: [paypal.me/worldsbest/49](https://www.paypal.me/worldsbest/49)
- h. Payment of the entry fee must be completed within ten (10) days of submitting an entry or the entry shall be discarded.
- i. All costs listed herein are inclusive of UK VAT at the prevailing rate.
- j. Payment will only be accepted in Pounds Sterling - entrants are responsible for any additional fees relating to foreign currency exchange or payment transfers.
- k. Entry fees are non-refundable.

2. Requirements for Social Media

For the duration of the Challenge, all entered GinCos agree to:

- a. Follow World's Best Martini on all of the GinCo's social media feeds. Appendix A lists the appropriate accounts.
- b. Use the hashtag #ginfluencers in their social media channels when discussing or otherwise referencing the Challenge;
- c. Tag World's Best Martini in all photographs or images included in their social media postings;
- d. Use the provided short-form link to the World's Best Martini web site (<https://mrtn.is/go>).

3. Rights to Content

- a. All images, text, articles, audio or visual recordings ("the Content") produced by or on behalf of WBL during the operation of the Challenge shall remain the sole property and copyright of WBL.
- b. For the duration of the current Challenge year, WBL grants to each participating GinCo a non-exclusive license to reproduce the Content.
- c. Each instance of use of the Content requires that the GinCo properly acknowledges WBL's ownership and copyright by displaying appropriate attribution and the World's Best Martini logo and text.
- d. All Content generated during tasting and challenge events, including images of attendees and any comments made by attendees. Attendance at an event constitutes acceptance of this clause.
- e. Each GinCo grants to WBL a non-exclusive, perpetual license to use, distribute, publish or otherwise make available their showcase martini recipe.
- f. Any other use of the showcase martini recipe must include attribution to WBL and prominently display the World's Best Martini logo and text.

4. Contenders Tastings

- a. The format and number of tastings for the Challenge shall be determined by the overall number of entrants to the Challenge. If there are more than fifteen (15) entrants, WBL shall conduct private selection tastings resulting in a shortlist of fifteen (15). Where there are fifteen (15) or fewer entrants, only formal tastings shall be conducted.
- b. Private selection tastings shall be conducted by representatives of WBL with cocktails prepared by their appointed bartender/mixologist. The WBL teams' selection decision is final.
- c. The Contenders shortlist containing the fifteen (15) selected entrants shall be published on the World's Best Martini web site and promoted via our social media channels: Instagram, Twitter and Facebook.
- d. The selected contenders shall, subject to the clauses in Section 3 above, regularly re-publish via their own social media channels all content resulting from clause 4.c above.
- e. A formal selection tasting shall be hosted separately by each GinCo, at a venue selected

- by the GinCo, using a bartender/mixologist of the GinCo's choosing.
- f. Each GinCo shall bear the cost of hosting their formal selection tasting including but not limited to the cost of the venue, remuneration for the bartender/mixologist and the cost of the drinks required for the tasting.
 - g. There will be a maximum of two judges per formal selection tasting.
 - h. Each formal selection tasting shall require the preparation of two martini cocktails per judge.
 - i. The first martini shall be presented as a classic dry martini using the GinCo's entered gin.
 - j. The second martini, the showcase martini, shall be presented using the GinCo's entered gin in a recipe that the GinCo believes is the best expression of their gin in a martini.
 - k. The WBL team shall taste both martini cocktails and take appropriate tasting notes.
 - l. The WBL team shall defer their selection decision until they have completed all formal tastings.
 - m. The list of the final five (5) Contenders shall be published on or around October 31st in the year prior to the competition year (e.g. 2021 for 2022).
 - n. The WBL team's decision is final and is not subject to review or challenge.

5. Post Selection and Event Marketing

For the period commencing with the announcement of the Contenders until the day of the Challenge event, WBL and the GinCo for each of the Contender gins agree to engage in joint marketing, promotional activities and events that are relevant, convenient and appropriate to each contenders' brand.

6. Contenders Challenge Event

- a. The Contenders Challenge Event will be held on or after April 2022, on a date convenient to all contenders.
- b. The venue shall be sized to accommodate a minimum of two hundred and fifty (250) attendees.
- c. Each contender shall have a dedicated tasting and presentation space which they can brand accordingly.
- d. Each contender shall supply sufficient stock of their entered gin to support the event, to be delivered to the venue no later than five (5) business days prior to the event.
- e. Each contender shall nominate their bartender/mixologist to arrange their tasting martinis for event guests and to participate in the final judging selection panel.
- f. The judging panel shall consist of three recognised experts from the drinks industry.
- g. The panel shall taste each Contender's showcase martini.
- h. The tasting martinis shall be mixed by each Contenders' nominated representative.
- i. Guests collectively shall be invited to choose their favourite martini, those numbers to be considered as part of the final selection by the judges.
- j. The judges will individually score each martini they taste. Once all martinis are tasted, the panel will provide the aggregate score (judges' plus guests') and notify the WBL team of the winner.
- k. WBL will announce the winner at the end of the Challenge Event.
- l. The judging panel's decision is final and is not subject to review or appeal.

7. Challenge Winner

- a. WBL shall grant an exclusive and renewable annual license to the Winner of the Challenge event to use the title "World's Best Martini Benchmark Gin Winner 2020."
- b. The Winner shall extend the opportunity to participate to representatives of WBL to all promotional events held during the twelve (12) month period following the challenge event.

8. Change of Agreement

- a. Submission of an entry to the Challenge constitutes acceptance of these terms and conditions in their entirety.
- b. These terms and conditions are binding upon the parties named in the agreement.
- c. These terms and conditions may not be altered by WBL without providing thirty (30) days' written notice to the other party.
- c. Either party may withdraw from the competition by providing five (5) days' written notice to the other party.
- e. These terms and conditions are governed by the Laws of England, and the Courts of Law in England shall have jurisdiction.