



EAST OF BERLIN
COCKTAIL COMPETITION 2019



THE LOWDOWN

Crystal Head Vodka was designed for the Creative Spirit, we want you to showcase your Creative Spirit and create a cocktail which showcases why Crystal Head is the perfect canvas for top-quality creative drinks.

Crystal Head
VODKA



1. COMPETITION PERIOD

Closing date for entries: 31st May, 2019

Country Finals: May, June and July 2019

London Trip for Crucible Workshop: September 2019

East of Berlin Grand Final: Berlin–7th October, 2019



2. ENTRY STAGE

2.1 How to Enter

Visit www.crystalheadvodka.com/eastofberlin during the Entry Stage and enter your cocktail, along with your personal details. You must place your entry before the 31st May, 2019. You should receive a confirmation email confirming that your submission has been uploaded and received successfully.

2.2 Your Recipe

Crystal Head Vodka was designed for the Creative Spirit so you can be as creative as you like. Please ensure that Crystal Head Vodka or Crystal Head Aurora is the main spirit in your recipe and please take into account that Crystal Head Vodka is a zero-additive Vodka. This means that we use the highest quality ingredients in our Vodka and do not mask them with oils, glycerols, sugars or other additives. Only the purest and cleanest water from St John's, Newfoundland is added once it has been distilled.



2.3 One entry per person.

2.4 By entering you acknowledge the following:

- (i) you have read, understood and agreed to our competition rules;
- (ii) you are of the legal age to drink in your country of entry;
- (iii) your recipe is your own and is of your own creation;
- (iv) your entry must not violate the rights of any other parties, including without limitation any intellectual property, trade secret or other proprietary rights of any third parties.

2.5 You are required to send full cocktail specs, a high-res picture of your cocktail and the name you have chosen. Please also add in your country, bar you work for and your contact details.



3. SELECTION STAGE

3.1 Judging Criteria

Recipes submitted will be evaluated by one or more of the European Team members of Crystal Head Vodka. Their decision is final.

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3.2 Recipe Guidelines

Entries will be evaluated based on the following:

- (i) Visual Appeal
- (ii) Taste/balance of flavour
- (iii) Creativity & Originality
- (iv) Brand Synergy and suitability
- (v) Name

3.3 Final Notification

Country finalists will be notified in person on or around the 1st August, 2019.

3.4 Heats / Venues / Dates (subject to change)

- Estonia — June 2019 and July 2019, TBC
- Hungary — June 2019 and July 2019, Boutiq Bar
- Poland — June 2019 and July 2019, The Back Room
- Czech Republic — June 2019 and July 2019, Black Angels
- Croatia — June 2019 and July 2019, TBC
- Austria — June 2019 and July 2019, 26 EAST, Kempinski Hotel
- Norway — June 2019 and July 2019, ISM Bar
- Latvia — June 2019 and July 2019, ISM Bar

4. PRIZES

4.1 First Prize

Become crowned your Country's newest Startender. Receive a personalized Magnum of Crystal Head Vodka, all expenses paid trip to London and a stay in a luxury hotel—including a Workshop at Crucible with Stu Bale. Additionally an all expenses paid trip to Berlin for Berlin Bar Convent to compete in the East of Berlin Grand Finale.

5. THE GRAND FINALE

5.1. East of Berlin Grand Final

If you win your country's heat then you qualify for the East of Berlin Grand Finale at Berlin Bar Convent 2019. Grand Prize is €2,500, the East of Berlin Crown, a hand decorated Jeroboam of Crystal Head and a once in a lifetime trip for 2 to Chicago (4 nights). This Grand Finale will be held in Berlin on the 7th October, 2019. More details will be released after the Country finals.



6. ELIGIBILITY

6.1 Sorry but you can't enter if:

- You work for us
- You're related to anyone that works for us
- You're one of our Startenders
- You work for one of our distributors
- You work for one of our distributors or you're related to someone who works for one of our distributors

6.2. If you are selected for the finals then you will be required to participate in the Country Finals. If you can't make it for any reason then you will be disqualified and forfeit your entry; the entrant with the next highest score may be selected to replace you.

6.3. In the event that you win the competition then you may be required to take part in some promotional events and other fun stuff.

6.4. By participating, each entrant accepts that his/her actions do not violate his/her employer's company policies and procedures (if applicable).

6.5. Each entrant accepts that they enter at their own risk, Globefill Inc. cannot be held responsible for any injury or death resulting from competing in this magnificent competition.

6.6. Your bar must stock either Crystal Head Original or Crystal Head Aurora.

7. INTELLECTUAL PROPERTY RIGHTS

7.1 First Prize

By entering this Competition, each entrant: (a) grants us a worldwide, royalty free, perpetual and unlimited non-exclusive license to edit, adapt, copyright, publish, use, reproduce or distribute the Recipe and/or Video in any form or manner or media, whether now known or hereafter devised including, without limitation, on the Internet, for any purpose in connection with this Competition without further notice or compensation to any entrant; (b) consents to the publication and/or use of the entrant's name, city/province of residence, photograph, image and/or likeness in any form or manner or media, whether now known or hereafter devised including, without limitation, on the Internet, for any purpose in connection with this Competition without further notice or compensation to any entrant; (c) represents and warrants that the Recipe and any pictures submitted by the entrant is the original work of the entrant exclusively, and entrant waives any and all moral rights that he/she may

have in the Recipe with respect to the uses contemplated herein; (d) represents and warrants that each Recipe and Video submitted by the entrant will not infringe any rights (including without limitation copyright, trade-mark, privacy, personality or other property, civil rights or intellectual property rights) of any person; and (e) agrees, before being named as a Regional Finalist, to sign any and all documents required by Sponsor confirming the foregoing.



8. PERSONAL INFO

8.1. We will collect, use, and disclose the personal information you provide when you enter the Competition for the purposes of administering the Competition and Prize fulfilment. By entering this Competition, you consent to such collection, use and disclosure of your personal information. By entering this Competition, you consent to the collection, use, disclosure and management of your personal information for these purposes.



9. LIMITATIONS OF LIABILITY AND RELEASES

9.1. BY PARTICIPATING IN THIS COMPETITION, ENTRANTS AGREE THAT COMPETITION ENTITIES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY CLAIMS, INJURIES, LOSSES, DAMAGES, COSTS OR EXPENSES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY, INCLUDING PERSONAL INJURY OR DEATH, ARISING OUT OF OR RESULTING FROM: A) ENTRY OR PARTICIPATION IN THIS COMPETITION OR ANY COMPETITION-RELATED ACTIVITY, INCLUDING ACCESS TO AND PARTICIPATION IN THE REGIONAL CHALLENGES AND GRAND FINALS (AS APPLICABLE); B) ANY CLAIMS BASED ON IDEA MISAPPROPRIATION, COPYRIGHT OR TRADEMARK INFRINGEMENT, INVASION OF PERSONALITY OR PRIVACY RIGHTS, PLAGIARISM, DEFAMATION OR ANY VIOLATION OF ANY OTHER PERSONAL OR PROPRIETARY RIGHTS; OR C) THE AWARDING, RECEIPT, POSSESSION, USE OR MISUSE OF ANY PRIZE. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, therefore such exclusions may not apply to you.

9.2. Without limiting the foregoing, the Competition Entities shall not be responsible for: (a) any of the equipment or programming associated with or utilized in the Competition, or by any technical or human error which may occur in the processing of submissions in the Competition; (b) lost, interrupted, or unavailable network, server, service provider, on-line systems, telephone networks or telephone lines, or any other connections; (c) the theft, destruction, loss or unauthorized access to, or alteration of, Entries; (d) any problems with, or malfunctions or failures of, telephone networks or lines, computers or computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (e) garbled transmissions or miscommunications; (f) failure of any e-mail to be received by or from any independent Competition judging organization or Sponsor for any reason, including but not limited to traffic congestion on the Internet or at any website or combination thereof or technical incompatibility; (g) damage to a user's computer equipment (software or hardware) occasioned by participation or downloading of materials related to this Competition; (h) printing, distribution, programming or production errors, and any other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise; or (i) technical, pictorial, typographical or editorial errors or omissions contained herein.

10. GENERAL CONDITIONS

10.1 By entering, entrants agree to be bound by these Official Competition Rules and the decisions of the Sponsor, which shall be final and binding in all matters pertaining to this Competition. The Finalists and the Grand Competition Prize winner will be required to follow all directions and instructions of the Sponsor or their receipt of the Finalist Prizes or the Global Competition Prize (as applicable) may be forfeited. This Competition is subject to all applicable country, provincial and municipal laws and is void where prohibited. All Entries become the property of Globefill Inc. and none will be returned or acknowledged. All Entries are subject to verification at any time. We are not responsible for late, lost, incomplete or illegible Entries. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE

FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. We reserve the right, at our sole discretion, to disqualify any individual we find, in our sole discretion, to be tampering with the entry process or the operation of this Competition; to be acting in violation of these Official Competition Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or persons.



WE LOOK FORWARD TO
RECEIVING YOUR ENTRIES!

Crystal Head

VODKA

