



LADY AMARENA "INTERNATIONAL" Rules and Regulations

The "LADY AMARENA" contest is administered by FABBRI 1905 SPA, with registered office in Via Emilia Ponente no. 276-40132 Bologna. The contest will be conducted in accordance with the following rules and regulations.

1) DURATION OF THE COMPETITION

The various stages of the competition cover the period from June to September 2018.

2) ADDRESSEES AND TERRITORIAL SCOPE

Individuals **residing abroad** (whole world except for CHINA, where the Lady Amarena China and SINGAPORE competition will take place, where the Lady Amarena Singapore competition will be held) which will enter online in the competition according to the procedures described in point 5.1 below. The server hosting the application to which the competition refers is located in one of the Data Centers located on the national territory, as well as any redundancies that will remain on the national territory.

Employees and/or associates of the contest promoter and delegated subject, as well as anyone who has established an inter-professional collaboration with or is a member of the immediate family of the contest organiser are excluded from participation in the contest.

3) PRIZES

- 1st classified: 1 hand-chiseled shaker with an indicative retail value of € 800, n. 1 Fabbri trophy with an indicative value of € 100 + n.1 purchase voucher worth € 500 for the purchase of professional equipment / tools for barmen.
- 2nd classified -> n. 1 Fabbri trophy with an indicative retail value of € 100 + n.1 purchase voucher worth € 300 for the purchase of professional equipment / tools for barmen.
- 3rd place -> n. 1 Fabbri trophy with an indicative retail value of € 100 + n.1 purchase voucher worth € 200 for the purchase of professional equipment / tools for barmen.
- for the winner of the Marendry section -> no. 1 Fabbri trophy with an indicative retail value of € 100 + 1 couvette worth € 100.
- for the winner of the Non-Alcoholic Drink section -> no. 1 Fabbri trophy worth € 100 + 1 Bar Tools Kit worth € 100.

The total prize retail value is € 2,500.00.

The winner will also be awarded the title of "Lady Amarena 2018"

4) THEME OF THE COMPETITION AND TECHNICAL REQUIREMENTS

The competition aims to award the Professional best interpreter of the uniqueness, personality and unmistakable taste of Amarena Fabbri within her own preparation. The recipe can be both alcoholic and non-alcoholic, based on coffee, milk, tea or other ingredients.

Only recipes with a maximum of 5 ingredients will be accepted. Any decorations, seals and side are not counted in the 5 ingredients.

In the preparation it will be mandatory to use one or more of the following products:

- Fabbri Amarena (fruit or syrup)
- Fabbri MixyBar Amarena syrup
- Marendry Fabbri

Homemade syrup preparations are not included.

The preparation technique is free.

5) COMPETITION EXECUTION

5.1) Registration

Registration for the competition is free and is aimed at all professionals in the Out-of-Home Channel residing abroad (with the exception of China and Singapore, as indicated in point 2) and over the age of 18.

Registrations will be open **from 1 June 2018 to 16 July 2018**.

Only one application per person is allowed.

Starting from June 1, you can participate in the competition by entering the site www.ladyamarena.it, register by filling out the appropriate form with the personal data requested and authorize the treatment of the same, taking care to highlight in the required ways the participation in the section " international". You will then have access to the upload page where, using a simple mask, you can load your own recipe respecting the technical requirements indicated.

A photo must be submitted along with a brief description of your drink and the motivations that inspired it, both in English.

5.2) Pre-selection

Once the online registrations are closed, all the recipes received will be examined by a commission of experts in the field and delegates of Fabbri 1905 S.p.A. who will evaluate compliance with the rules of the competition and will select the best 7 recipes based on the following criteria: balancing, presentation, taste and consistency with the Brand Fabbri.

They will be included among the finalists Lady Amarena Italy 2018, Lady Amarena China 2018 and Lady Amarena Singapore 2018. The finalists will therefore be a total of 10.

The selected competitors will be informed by the company by e-mail.

The list of selected competitors will also be published on the website www.ladyamarena.it.

The finalists will be invited by Fabbri 1905 S.p.a. in Rimini, place of competition, on the occasion of the Baritalia HUB event.

5.3) Final competition

The final competition will take place on **Tuesday 25 September 2018 in Rimini (Italy)**, on the occasion of the event called Baritalia HUB.

Each selected Professional will have to bring with him equipment, glasses and all the ingredients necessary for the creation of his own recipe, including alcoholic and non-alcoholic liquids.

Fabbri 1905 will provide each participant with every product present in the recipe belonging to the Portfolio Fabbri.

Each participant will have 5 minutes for the set up of the bar and a further 10 minutes for the preparation of 2 servings of their cocktails and will also have to present their drink compulsorily in English (depending on the internationality of the jury).

All decorations / garnish / sides must be prepared in Office.

5.5) Voting methods

Each cocktail in the competition will be voted during the Final by a jury of experts who will assess compliance with the criteria of the regulation and will assign the following scores:

1. Taste: 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 (evaluation of reproducibility of the recipe in terms of number of ingredients, availability on the national territory, execution time and drink cost): score from 1 to 10 - weight 10%.
5. A floor judge will judge the technical aspects and score 1 to 10 points - 10% weight

6) ASSIGNMENT OF THE PRIZE

Once the competition is over, the competitor with the highest score will be declared the winner.

In case of a tie, the competitor with the highest score will win according to the following priorities: 1-taste of the cocktail, 2-aspect and presentation of the cocktail, 3-speech, 4- replicability, 5- technical aspects.

The first three classified will receive the prizes referred to in point 3.

The jury will also award the other prizes referred to in point 3:

- to the finalist who will have prepared the best alcoholic cocktail with Marendry
- to the finalist who will have prepared the best non-alcoholic cocktail

If Marendry and/or non-alcoholic recipe is not present in the final, these prizes will not be awarded and will be treated as described in paragraph 8. Each contestant will receive a certificate of participation.

All prize-giving operations will be carried out in the presence of an Officer delegated by the Consumer Protection Manager and the public faith of the territorially competent Chamber of Commerce or a Notary.

7) TERM AND METHOD OF DELIVERY OF AWARDS

The prizes will be awarded to the winners on the date of assignment.

8) BENEFICIARY NON-PROFIT ORGANISATION

If the prize cannot be assigned, it will be donated to ONLUS "S.O.S. Village of the Child Federico Pavesi Soc. Coop. Sociale - Onlus ", Via S.G. Emiliani n3 - 21020 Fraz. Morosolo Casciago (VA) - tax code 00584050124.

9) WAIVER OF RIGHT OF COMPENSATION

The Promoter Company hereby waives the right to compensation of the withholding tax in favour of the winners (art. 30, Italian Presidential Decree no. 600 issued on 29/09/1973).

10) PERSONAL DATA PROCESSING

Owner of the treatment in person of the Legal Representative, is the Fabbri 1905 S.p.A., via Emilia Ponente nr. 276 (BO - Italy), telephone +39 051 6173111 - fax +39 051 6173276 - www. Fabbri1905.com. The personal data of the participants will be

processed in accordance with Regulation (EU) 2016/679, for the following purposes: to allow participation in the competition, for marketing purposes (eg sending newsletters, promotional communications) through automated methods (e-mail, sms, mms, fax or equivalent), traditional (paper mail or calls via operator) or marketing for advertising purposes (use of photographic and / or video images).

The complete privacy and cookies statement can be consulted at www.fabbri1905.com. The recipes and related photographs uploaded on the web within the www.ladyamarena.it site may be published and freely used by Fabbri 1905 with waiver of any compensation and reimbursement of expenses.

Participants and drinks presented during the competition could be photographed (photo or video) by the organization and all rights for the use of these images, also for advertising purposes, will be held by Fabbri 1905 S.p.A.

Failure to authorize the processing of data, in cases where consent is provided, contained in the application form will result in exclusion from the competition.

11) AVAILABILITY OF RULES AND REGULATION

The full Competition Rules are available on the website www.ladyamarena.it.

12) ACCEPTANCE OF RULES AND REGULATION

Entering the contest implies full acceptance of all the clauses set forth in these rules and regulations.

Bologna, 16/05/2018

FABBRI 1905 SPA