



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 CONTEST

Contest period: from 30 June 2017 to 11 August 2017.

2) ELIGIBILITY AND TERRITORIAL SCOPE

The contest is open to all natural persons residing in Italy and abroad who submit their entry online according to the specifications described under point 4. The server hosting the application to which the contest refers is located at one of the Data Centres across Italy. Likewise, any redundancy shall remain within Italy.

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

- Grand prize winner --> no.1 hand-polished shaker with an approximate retail value of €800 + no. 1 €500 voucher to buy professional bartender equipment/tools online on www.cocktailkingdom.it
- Second prize winner --> no. 1 Fabbri trophy with an approximate retail value of €100 + no. 1 €300 voucher to buy professional bartending equipment/tools online on www.cocktailkingdom.it
- Third prize winner --> no.1 Fabbri trophy with an approximate retail value of €100 + no. 1 €200 voucher to buy professional bartending equipment/tools online on www.cocktailkingdom.it

The total prize retail value is €2,000.00.

4) CONTEST THEME AND TECHNICAL REQUIREMENTS

The contest aims to award the best original recipe inspired by the personality and unique flavour of Amarena Fabbri.

Only recipes featuring a maximum of 5 ingredients will be accepted. Any decoration, garnish and side will not be considered as part of the 5 ingredients.

Using Amarena Fabbri fruit, syrup and/or MixyBar Amarena is mandatory.

The preparation method can be chosen at the participant's own accord.

5) CONTEST EXECUTION

HOW TO ENTER

Submitting an entry to the contest is free of charge and open to all professional Barladies who are at least 18 years old.

Registration is open from 30 June 2017 to 11 August 2017.

Participants are allowed to submit only one entry.

As of 30 June, entries can be submitted by visiting the contest website www.ladyamarena.it, creating an account, filling out the appropriate form with the personal data requested and authorizing the processing of the personal data provided. Participants will then have access to the upload section where a simple form will allow them to submit their recipe in accordance with the technical requirements stated.

A photo must be submitted along with a brief description of the Cocktail and the motivation and inspiration behind it.

PRE-SELECTION

From 22 to 30 August 2017, all the eligible recipes will be assessed by a commission of experts and professional bartenders who will evaluate their compliance with contest regulations. The 10 best recipes will be selected.

The winners of the 2017 LA AIBES Lady, of the first round of the 2017 QuintaEssentiaeCompetition and of the 2017 Lady Fabbri China contests will automatically qualify for the final.

The selected contestants will be notified by the company via email.

The list of selected participants will also be made available on the contest website www.ladyamarena.it.

The finalists will be invited by Fabbri 1905 Spa to Bari, where the contest will take place during the event Baritalia HUB.

CONTEST

The contest will take place on 26 September 2017 in Bari at the Fiera del Levante during the event Baritalia HUB.

Each selected Barlady is required to bring the equipment, glasses and ingredients necessary to prepare her recipe.

Fabbri 1905 will ensure that each contestant is provided with every ingredient listed in the recipe and belonging to the Fabbri product portfolio.

Each contestant will be allowed 5 minutes to set up the counter and 10 additional minutes to prepare 2 glasses of her own cocktail. She will also be required to introduce her drink in Italian and English. All the decorations/garnishes/sides must be created during the contest.

VOTING AND DESIGNATION OF THE WINNER

Each cocktail will be voted during the Final by a panel of experts who will evaluate its compliance with the judging criteria and the theme assigned to the contest. They will award points for the following categories:

cocktail flavour (1-20 points)

cocktail appearance and presentation (1-5 points)

bartender's speech (1-5 points)

A field judge will evaluate the technical aspects and award 0-15 points.

At the end of the final, the contestant with the highest score will be named the winner.

In the event of a tie, the contestant with the highest score will be named the winner based on the following priorities:

1)cocktail flavour 2)cocktail appearance and presentation 3)speech 4)technical judgment

6) AWARDING OF THE PRIZES

- Grand prize winner --> no.1 hand-polished shaker with an approximate retail value of €800 + no. 1 €500 voucher to buy professional bartender equipment/tools online on www.cocktailkingdom.it
- Second prize winner --> no. 1 Fabbri trophy with an approximate retail value of €100 + no. 1 €300 voucher to buy professional bartending equipment/tools online on www.cocktailkingdom.it
- Third prize winner --> no.1 Fabbri trophy with an approximate retail value of €100 + no. 1 €200 voucher to buy professional bartending equipment/tools online on www.cocktailkingdom.it

A Certificate of Participation will be issued to all contestants.

All the award procedures will be conducted in the presence of a delegated official representing the Director of the Bureau of Consumer Protection and Public Trust of the local Chamber of Commerce or a notary public.

7) PRIZE DELIVERY DATE AND METHOD

The prize will be presented to the winner on the date it is awarded.

8) BENEFICIARY NON-PROFIT ORGANISATION

Should the prize not be awarded, it will be donated to the non-profit organisation "S.O.S. Villaggio del Fanciullo Federico Pavesi Soc. Coop. Sociale - Onlus", Via S.G. Emiliani n. 3 – 21020 Fraz. Morosolo Casciago (VA) – tax identification number 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

The contestants' personal data will be processed pursuant to Italian Legislative Decree no. 196/2003. Likewise, pursuant to Italian Legislative Decree no. 196/2003, the recipes uploaded to the Internet via the website www.ladyamarena.it may be published and used according to the procedures described therein, waiving every right to compensation and reimbursement of expenses.

The contestants and drinks prepared during the contest may be photographed (photos and videos) by the organiser, who will retain the copyright and the right to use such images also for advertising purposes.

The contestant's failure to authorise the processing of the data contained in the participation form will result in her exclusion from participation.

11) AVAILABILITY OF RULES AND REGULATIONS

The complete list of the contest rules and regulations is available online at www.ladyamarena.it, www.cocktailfabbri.com e www.fabbri1905.com

12) ACCEPTANCE OF RULES AND REGULATIONS

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

Bologna, 08 June 2017

FABBRI 1905 SPA