

CONTEST RULES « LE MONÉ COCKTAIL COMPETITION »

The contest (the "Contest") period opens on **January 8th, 2024**, at 12:00:01 am/EST and will close on **February 19th, 2024**, at 11:59:59 pm/EST (the "Contest Period").

I. SPONSOR/ORGANIZER:

The Contest is sponsored by Le Moné, hereinafter referred to as the "Sponsor" and "Le Moné".

VinePair is hereinafter designated as the "Organizer."

II. QUALIFICATION

Before entering the Final Competition, contestants should qualify through online submission.

ALL CONTESTANTS MUST BE WILLING AND ABLE TO TRAVEL AT THEIR OWN EXPENSE TO NEW YORK CITY, NY FOR THE FINAL COMPETITION.

FINAL COMPETITION DATE(S):

- **March 19th, 2024**

III. ELIGIBILITY:

The Contest is open to professional bartenders who are legal and current residents of one [1] the below five [5] United States:

- **Connecticut**
- **Massachusetts**
- **New Jersey**
- **New York**
- **Pennsylvania**

Must be twenty-one (21) years of age or older as of January 8th, 2024. Participants must be able to provide proof of ID to verify age. The Contest is subject to all applicable federal, state and local laws, rules and regulations, and is void outside the United States, D.C. and where prohibited by law. The Contest is void outside the 50 United States and D.C. and where prohibited by law.

Employees, officers and directors of the Sponsor, their parent companies, divisions, subsidiaries, affiliates, and advertising and promotion agencies of each of the foregoing, distributors and retailers, and any other entity that develops, produces, or distributes materials for or related to this Contest, and the immediate family members or households (whether related or not) of any of the above are not eligible to participate or win.

IV. ONLINE SUBMISSION – RULES:

- Maintain professional conduct at all times.
- Respect the brands, colleagues, peers and guests.
- Always set a professional example.
- Promote the craft of bartending in a professional and inspirational manner.
- The competition is open to professional, working bartenders aged 21-years-old or over, currently residing in the below states within the United States:
 - **Connecticut**
 - **Massachusetts**
 - **New Jersey**
 - **New York**
 - **Pennsylvania**
- Contestants may not work for an alcoholic spirit brand in any capacity - full or part time.
- Eligibility is subject to the Organizer's discretion throughout the competition.

V. CONTEST CRITERIA:

- Creative Brief:
 - **VinePair x Le Moné Present: 'Bring the Sunshine' Cocktail Competition**
 - Le Moné wants competitors to craft a cocktail reminiscent of the warmer months to "Bring the Sunshine" in spring and summer: think light and sessionable. The cocktail should highlight Le Moné while creating an intriguing drinking experience and showcase the creativity, personality, traits, values and/or experiences of the mixologist. The thought process behind your cocktail should also answer the question: what do spring and summer mean to you?
- Submission Guidelines
 - **The recipe must include at least 1.5 ounces of Le Moné Signature Meyer Lemon Aperitif.**
 - **The original Le Moné Signature Meyer Lemon Aperitif should be the only Le Moné product included in the recipe. The below products should NOT be part of the recipe.**
 - Le Moné Meyer Lemon, Almond & Vanilla
 - Le Moné Meyer Lemon, Orange & Lime
 - Le Moné Meyer Lemon, Raspberry & Lavender
 - Le Moné Meyer Lemon & Grapefruit
 - Le Moné Meyer Lemon With Cucumber
 - **The use of another brand of similar lemon aperitif is strictly prohibited.**
 - **Photo of cocktail submission is mandatory.** Make sure to provide a qualitative picture showcasing the cocktail.
 - The recipe should be an original and personal creation.
 - One entry per person.
 - Entries must be in the form of a full sized cocktail. No Shots/Shooters.

- Full recipe and method of preparation must be clearly specified.
- Homemade ingredients are permitted but may not take more than 24 hours to prepare.
- Other ingredients, such as garnishes, type of ice, etc. should be clearly specified.
- The choice of glassware is yours.
- The entire recipe should be expressed in fluid ounce, milliliter or number of drops/dashes used.
- Cocktail and ingredient preparation techniques must be clearly indicated.
- Your cocktail recipe should tell a story. Explanation and inspiration for the choice of ingredients and recipe should be detailed.
- Prizing
 - **[1] First Place Winner:** \$3,000 USD and a winery trip to the Finger Lakes in upstate New York. This includes:
 - A weekend stay at the [Park Inn](#) (3 days, 2 nights).
 - A dinner for 2 at the Park Inn.
 - Travel and other expenses are at the discretion of the competitor.
 - Total Estimated Value of Trip: \$1,000 USD
 - **[1] Runner up, Second Place:** \$1,000 USD
 - **[1] Runner up, Third Place:** \$500 USD
- Judging
 - All cocktails submitted online will be judged and evaluated by a panel of professionals with the same criteria:
 - **Creative Brief – 20 Points:** Does the cocktail fit the creative brief?
 - **Use of Le Moné – 20 Points:** Does the entrant use Le Moné in a way that celebrates & highlights it?
 - **Craft – 15 points:** Has the entrant demonstrated precise and accurate technique?
 - **Knowledge – 15 Points:** How clearly has the cocktail been inspired by Le Moné & has the entrant demonstrated their knowledge of the brand?
 - **Appearance – 10 Points:** How appealing does this cocktail look?
 - ***Flavor – 20 Points:** How flavorful and balanced is the prepared cocktail? Also, consider the taste, texture, and aroma of the cocktail.
 - **Flavor criteria only applies during the final competition as judges will not be tasting cocktails prior to the final competition on March 19th.*
 - In the event of a disagreement concerning the validity, interpretation, and / or performance of the present rules and/or the contest and in the absence of an amicable solution, a representative of the Sponsor will step in to resolve the disagreement.

VI: RIGHTS:

- PRIVACY AND USE OF INFORMATION SUBMITTED; PUBLICITY:

- Any information you submit as part of the Contest will be used for purposes of this Contest and treated in accordance with Sponsor's Privacy Policy as otherwise set forth in these Official Rules. Except where prohibited, participation in the Contest constitutes an entrant's consent to Sponsor's use of his/her name, likeness, voice, opinions, biographical information, and state of residence for promotional purposes in any media without further payment or consideration.
- **USE OF ENTRANT INFORMATION:**
 - By entering the Contest, you acknowledge and agree that Sponsor and the participating companies will use Entrant's information, including, without limitation, your email address, phone number, mailing address, or any other contact information provided for general solicitation, marketing, or other business or promotional activities in connection with the services and products provided by Sponsor or the participating companies. You may at any time revoke the use of such information by providing written notice to Sponsor and each other participating company using the following addresses or by responding to a marketing email using the unsubscribe link provided in the email. Please note that your opt-out preference will apply to marketing communication and may not apply to transactional communication including those associated with your entry.
 - By entering this competition, you are giving Le Moné and VinePair explicit rights to use your photo, video, image, name and photo video image of your drink, drink recipe name, and your drink recipe for publicity for any purposes, including but not limited within 5 years to: commercial use and promotional activation, paid and non-paid media.
 - Participants of the competition engage to assign the exploitation rights of their recipes, photographs, video clips and cocktail names to the Organizer & Sponsor of the competition. You accept and agree that the present authorization and assignment are given for free and that you will not claim any kind of compensation.
- **DATA**
 - By entering in accordance with the entry process you will be registering to receive email communication from Le Moné, VinePair, etc., and agreeing that your registration and any other information collected in connection with the Contest may be used by the Associated Companies.
- **SOCIAL:**
 - Do not post or engage with inappropriate content (copy & photo). For example: violence, racism/sexism/intolerance, illegal substances, illegal behavior, adult content, substance abuse, cyber bullying, weapons, etc.
 - Do not comment on competitors' posts (in a negative way).
 - Do not tag irrelevant content with Organizer/Sponsor handles or hashtags or misrepresent the company, the brand or its partners.
 - **Please use the following social handles:**
 - **VinePair:**
 - **Instagram:** <https://www.instagram.com/vinepair/>
 - **Facebook:** <https://www.facebook.com/Vinepair>

- **Le Moné**

- **Instagram:** <https://www.instagram.com/drinklemone>

- **LIABILITY:**

- While every reasonable effort will be made, the Organizer cannot guarantee the safe return of glassware, equipment or any product supplied by a competitor. Therefore, competitors are advised to house their tools and products in bags/boxes, which enable them to efficiently gather and hold their equipment and ingredients immediately after competing.
- A) ALL ENTRANTS AGREE THAT THE SPONSOR, THEIR PARENT COMPANIES, AFFILIATES, SUBSIDIARIES, AND AGENCIES AND/OR ANY OTHER PERSON OR ENTITY ASSOCIATED WITH THE CONTEST SHALL NOT BE LIABLE FOR CLAIMS, LOSSES, LIABILITIES, EXPENSES OR INJURIES OF ANY KIND RESULTING IN ANY WAY FROM ENTRANTS PARTICIPATION IN THE CONTEST, INCLUDING BUT NOT LIMITED TO, THE DRAWING, THE USE OF THE PRIZE, ANY DELAYED, LOST, MISDIRECTED, OR DAMAGED ENTRIES, OR ANY COMPUTER, ONLINE SERVICE, COMMUNICATIONS OR OTHER TECHNICAL MALFUNCTIONS THAT MAY OCCUR.
- B) ALL ENTRANTS ACKNOWLEDGE THAT THE SPONSOR, THEIR PARENT COMPANIES, AFFILIATES, SUBSIDIARIES, AND AGENCIES AND/OR ANY OTHER PERSON OR ENTITY ASSOCIATED WITH THE CONTEST MAKE NO WARRANTY OF ANY NATURE, EXPRESS OR IMPLIED REGARDING THE PRIZES, WHETHER WITH RESPECT TO FITNESS FOR PURPOSE, SATISFACTORY QUALITY, DESCRIPTION OR NATURE OF THE PRIZE OR OTHERWISE. ALL ENTRANTS, BY ENTERING THE CONTEST, AGREE TO BE BOUND BY THE ABOVE RULES.

- **RESPONSIBILITY:**

- The Organizer makes a commitment to promote the Sponsor's products in a responsible way.
- Excessive drinking is dangerous for the health; alcoholic beverages should be consumed with moderation. Competitors considered by the organizers to be practicing or promoting any form of irresponsible drinking, including "shots" will be disqualified and may be asked to leave the venue. Any participants must comply with the local regulation in respect to alcoholic beverages, during and after the competition.
- Competitors must conduct themselves in a safe manner and any action considered by the organizers to endanger fellow competitors, judges or spectators will result in instant disqualification and possible ejection from the competition.
- General Rules of Participation:
 - By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which shall be final, and waive any right to claim ambiguity in the Contest or these Official Rules. All federal, state and local laws apply. All federal, state or other tax liabilities arising from

this Contest will be the sole responsibility of the prize winners. The Sponsor, their parent companies, affiliates, subsidiaries and advertising and promotion agencies are not responsible for and shall not be liable for: (i) late, lost, delayed, misdirected, incomplete or unintelligible entries, telephone system or computer malfunctions, lost connections or transmission errors; (ii) any injuries, losses or damages of any kind caused by the acceptance, possession or use of any prize or from participating in the Contest; or (iii) any printing, typographical, administrative or technological errors in any material associated with the Contest. Sponsor reserves the right, in their sole discretion, to modify, cancel or suspend this Contest should a virus, bug, computer problem or other causes beyond the Sponsor' control corrupt the administration, security or proper play of the Contest. The Sponsor may prohibit you from participating in the Contest or winning a prize if, in their sole discretion, the Sponsor determines that you are attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other players or Sponsor' representatives.

- CAUTION: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION OF SUCH PARTICIPANT AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION
 - All entries and the information contained in such entries will become the Sponsor's property and will not be acknowledged or returned.
 - Acceptance of a prize will constitute permission for the Sponsor to use the names, cities, states, likenesses, and voices of the winners for advertising and promotional purposes, without any further compensation, unless prohibited by law.
- DISPUTES:
 - Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in New York, NY. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of NY, without giving effect to any choice of law or

conflict of law rules (whether of NY or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than NY.

- **THIRD PARTY PLATFORMS:**

- If this Contest is hosted, administered, or operated on a third party platform, including without limitation a social media platform (e.g. Facebook or Twitter) (“Third Party Platform”), then by participating in this Contest, entrants hereby release and agree to comply with all rules and policies set forth by such Third Party Platform and to hold harmless such Third Party Platform from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prizes or participation in any prize related activities. Unless otherwise stated to the contrary in these Official Rules, this Contest is not sponsored, endorsed or administered by, or associated with, any Third Party Platform.