



SHORT TERMS:

UK 18+.

Opens 01/03/2022, closes 23:59 30/04/2022.

Internet access required.

To enter competition, create a team of 2 from within your own bar or bartending community and create an El Bandarra serve using a minimum of 50ml of El Bandarra Al Fresco, inspired by who you are as a team.

Post your entry in a creative fashion, be it a video, reel, photograph or series of photographs to Instagram. Share details of the recipe and Tag @elbandarra_aperitif and use #bartobarcelona Give your brand ambassador a shout out too using @tom_elbandarra (North, Scotland Midland) and @alexa_elbandarra (South Coast , London, Wales)

Submit your entry online at elbandarra.com/bartobarcelona. along with a paragraph on who you are as a team and what this drink tells us about you.

30 bartenders from across Scotland, The North & The South will be chosen to be part of the regional judging stage where you will be visited by your local El Bandarra Ambassador.

Prize: 3 teams, one from each region, will be invited on a 3 day trip to the Virgili Bro's winery in Barcelona, where they will experience Fiesta Major and take part in a national final to crown a grand champion.

Bars are invited to form more than one team per bar.

Singular entrants can only be part of one team.

Bar's must stock a El Bandarra Al Fresco to enter and stock Al Fresco for the duration of the competition.

Bar's must be able to create the serve for regional judging at any time. Bartenders from different bars can form a team between them, however each bar must meet all the above criteria to be eligible for entry and be from the same region.

The serves must be replicable and be able to be pre-batched if necessary for the grand final. Judging criteria and feedback will always be available for every entry.

Once a recipe is submitted, bars cannot change the components of their drink but are permitted to change quantities based on feedback or drink development.

Any entries submitted past the deadline will be disqualified.

INTRODUCTION

These are the rules for El Bandarra's promotion for the chance to win a trip to Barcelona. These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry and claim instructions are deemed to form part of the Terms and Conditions. By participating, all entrants will be deemed to have accepted and be bound by the Terms and Conditions. Please retain a copy for your information.

ELIGIBILITY

This promotion is only open to UK residents aged 18 or over (at their date of entry), excluding employees and their immediate families of the Promoter (or, if not the Promoter, the prize provider), its subsidiaries, other group companies or agents, or anyone else professionally connected with this promotion. The Promoter may verify any details of any entrant or the winner. Entrants must be currently working in a bar that stocks El Bandarra. Internet access is required.

LIMIT ON ENTRIES

There is no limit on the amount of teams that one singular bar can submit, however, no one individual can be a part of more than one singular team. Anyone trying to circumvent this rule in the form of being part of more than one team will be disqualified from this promotion and any prize award will be void. Entries (bulk or otherwise) made from consumer groups or third parties will not be accepted. If it becomes apparent that an entrant is using a computer(s) to circumvent this or any other condition by, for example, automated means, that person's entries will be disqualified.

PROMOTIONAL PERIOD

The Bar To Barcelona Competition entry period will run from 00:00 01/03/2022 to 23:59 30/04/2022 (GMT UK TIME)
Any entries received before the start date or after the closing date (for whatever reason) will be invalid.

HOW TO ENTER

The entry stage - To enter the Bar to Barcelona competition, teams of two must create a refreshing El Bandarra Al Fresco cocktail that tells us who they are as a team, be they a team from the same bar or a team composed of bartenders from different bars.

The drink must contain 50ml of El Bandarra Al Fresco, must be replicable and must be able to be potentially pre-batched for large scale events.

Bartenders must share their drink on Instagram in a creative manner, be it through singular imagery, a series of photographs, IG story or archived story, video reel or other creative means.

They must also use #BarToBarcelona and tag @elbandarra_aperitif along with their regional Brand Ambassador (North, Scotland, Midland s- @tom_elbandarra. London, Wales and South Coast - @alexa_elbandarra). This post must be visible to all.

Once posted online, teams must register the entry at elbandarra.com/bartobarcelona and include a short paragraph detailing which bartenders are a part of their team, what bar(s) they are from, the ingredients and recipe for the drink and what their drink tells El Bandarra about them as a team.

Drinks will be judged according to the following criteria and scoring -

Judging Criteria	Total points available (100)
Storytelling (40)	<ul style="list-style-type: none">• How well does your post tell the story of your team (30)• How well does your post tell the story of your bar/ bars (10)
Bandarra Soul (20) (Brand knowledge)	<ul style="list-style-type: none">• How well does your drink celebrate El Bandarra Al Fresco (10)• How well does your post and drink celebrate the El Bandarra spirit and the Virgili family business at large (10)
Drink aesthetics (20)	<ul style="list-style-type: none">• How appealing does your drink look (10)• Does your drink look refreshing (5)• Does your drink stand out from the rest (5)
Creativity of post (20)	A photo of your drink without context : 1pt A creative selection of photos inc. drink, without context: 5pts A creative selection of photos showing your drink and telling the story of your team/ bar: 15pts A creative short video showing your drink and telling the story of your team/ bar: 20pts

10 bars from each region (Scotland, The North and The South) with the highest scores will be selected from the entries and visited in the regional rounds.

Regional stage

The 10 teams of bartenders from each region will be visited by their El Bandarra regional Ambassador and/or members of the El Bandarra team in order to taste their serve and hear the inspiration and story behind it.

Judges will arrange a visit with the bar and teams prior to ensure that the drink can be made out of service hours.

The entire team must be present for the judging of the drink as this will be their only opportunity face to face with an ambassador/ judge to explain their serve before the final.

The team will be asked to make a maximum of two of their serves for the judge(s) to try. They will then have 5 minutes to tell the judges the story behind the beverage. The scoring criteria will be as follows-

Flavour Analysis (35)

-Is your drink balanced, tasty and refreshing? (25)

-Does El Bandarra Al Fresco shine through your drink? (5)

-Is your drink replicable and batchable? (5)

Storytelling & Presentation (30)

-How well does your presentation tell the story of your duo (15)

-Your approach to the brief - how well do your chosen ingredients support the story of your team? (15)

Bandarra Soul/Brand Knowledge (25)

-How well have you demonstrated your knowledge of El Bandarra and Al Fresco? (15)

-How well does your presentation and drink evoke the El Bandarra spirit and the Virgili family business at large? (10)

Aesthetics (10)

-How appealing does your cocktail look? (5)

-Is your garnish and serving vessel thoughtful? (IE- Does it add to the cocktail? Does it add to your story? is it sustainable? (5)

Once all of the entries from each region have been judged according to the criteria, one finalist from each region will be selected (the highest score) as that region's champion and will win a trip for 3 days to Barcelona to compete in the grand final and take part in Fiesta Major.

GENERAL RULES ON ENTRY

Incomplete, incorrect, lost, late or otherwise deficient entries will not be accepted. The Promoter takes no responsibility for entries delayed, incomplete or lost due to technical reasons or otherwise. Your entry will be deemed invalid and disqualified if it: - contains unlawful, defamatory, discriminatory, malicious, indecent or other inappropriate content; contains explicit language of any type; includes the names or images of any individual without their express permission; in the reasonable opinion of the Promoter, causes any widespread or serious offence; contains content deemed socially irresponsible including the promotion of excessive consumption of alcohol; features or refers to children; contains content deemed socially irresponsible or likely to breach the CAP Code; made by an entrant using a false name; or is made on someone else's behalf. Internet service providers' fees may apply when accessing the internet. By using the promotional website, you agree to the website's terms and conditions.

PRIZE

The winning regional teams of 2 will win an all-expenses paid trip to Barcelona which includes all travel, travel insurance, food, drink, excursions and accommodation arranged and paid for by El Bandarra. The Barcelona Trip will be a two night experience whereby winners will visit the Virgili Winery and explore the surrounding area. The winning team must be fully vaccinated to forgo any quarantine period in Barcelona. Exact dates to be confirmed but likely to take place in September 2022. Travel insurance is subject to restrictions and the Terms and Conditions of the insurance provider. It is the responsibility of the winners to meet any additional costs relating to obtaining insurance cover for any pre-existing medical condition. The prize package must be taken as a whole, flights and hotels cannot be redeemed separately. The winners must travel together on the same flight to the prize destination and stay in the same hotel. The winners must each have a valid passport and have all necessary and relevant vaccinations and visas (if applicable) to travel to the chosen prize destination. Each person's passport must have an expiry date no less than 6 months following the dates of travel, unless otherwise specified by a pertinent regulation. All passport and visa requirements are the sole responsibility of the relevant winner. The winners are responsible for all expenses not expressly stated in these Terms and Conditions as being included as part of the prize. All other costs and expenses incurred from the holiday including, but not limited to Covid-19 PCR testing, additional travel, transfers, excursions, visas (if applicable), vaccines (if applicable), accommodation, meals and drinks as required, spending money, tips and other gratuities are the winners own.

GENERAL RULES ON PRIZES

The Promoter may substitute the prize (or an individual aspect of a prize) for an alternative of equal or greater value where it deems it strictly necessary due to events outside its reasonable control. Winners may not transfer the right to accept their prize to another person without the Promoter's consent. The Promoter will not offer cash alternatives to the prize. The prize is not negotiable. If fulfillment or any element of this promotion is delayed or affected due to the continuing Covid-19 pandemic and resulting Government restrictions, all entrants affected will be contacted by the Promoter and kept updated of any unavoidable changes to the promotion or prize.

WINNER SELECTION

The Promoter's selection of the shortlisted entrants is final. All entries will be judged on the criteria set out in 'how to enter'; clause as per the timings stated, by a panel including at least one judge who is independent from the Promoter at both stages of the winner selection process. The Brand Ambassador will not judge the final.

WINNER NOTIFICATION

The 30 shortlisted entrants will be contacted via the Instagram Account and email from which the entry was submitted on the for the first stage. Shortlisted entrants will then have 3 days to verify their details (name, email address, postal address, and age) in order to qualify for round 2 and the Final . If they do not respond in time another entrant will be selected using the same methodology as above. The Promoter may repeat this process as often as is necessary. For the Barcelona Trip, winners will be notified and will have 14 days to verify their details (name, email address, postal address, passport details and age) via email in order to claim the prize. The prize must be claimed within these 14 days, the winner will have no entitlement to the prize and another winner will not be chosen. The prize itself will be arranged with winners.

PUBLICITY/NAME RELEASES

The winners may be requested to take part in publicity in connection with this promotion and agrees to allow the Promoter to publish their surname, bar and county in the prize winners list. Entrants and winners may be requested to participate in photo, recordings, video and/or filming sessions and to all allow the Promoter, without charge, to use these photos, recordings, videos and/or films in any media and in any manner it sees fit.

WINNERS LIST

The Promoter will make available the winners' surnames and counties to members of the public or regulators who request such details within 3 months of the closing date of this promotion. Entrants can object to disclosure, or request that disclosure be limited in scope by contacting thomas.hay-owens@democraticwines.com and alexa.farrow@democraticwines.com. We may nevertheless disclose the information to the Advertising Standards Authority if required to do so. You may request a copy of the winner's list by thomas.hay-owens@democraticwines.com and alexa.farrow@democraticwines.com

VERIFICATION

The Promoter reserves the right to verify all entries including, but not limited to, asking for address and identity details such as passport or driving license (which they must provide within 14 days). The Promoter may: refuse to award a prize; withdraw prize entitlement; refuse further participation in the promotion; and/or disqualify the participant, where there are reasonable grounds to believe the entrant has broken these Terms and Conditions, won using fraudulent means or otherwise gained unfair advantage.

COPYRIGHT

All entries become the property of the Promoter, and none shall be returned. If the promotion involves the submission of audio, video, text, images or other content, you must ensure your submission: (i) is not copied from a third party; (ii) does not otherwise infringe a third party's intellectual property rights; (iii) does not feature any person (living or dead) without their permission; and (iv) does not contain any defamatory, obscene, offensive, hateful, illegal or otherwise unsuitable materials. You will retain any copyright which exists in your submission but, by entering, entrants licence and grant the Promoter an exclusive, royalty free, perpetual, worldwide, irrevocable and sub-licensable right to use your content for any purpose in any media, without compensation, restriction on use, attribution or liability. Participants agree not to assert any moral rights in relation to such use. Participants warrant that the materials contain no third party materials, are their original works, have not been copied, in whole or in part, from any third party and they have full authority to grant these rights.

TAX LIABILITY

Any tax liability arising from receipt of the prize will be the responsibility of the recipient.

LIABILITY

If for any reason any aspect of this promotion is not capable of running as planned (including by reason of infection by computer virus, network failure, bugs, tampering, unauthorised intervention, fraud, technical failures or any other cause beyond the control of the Promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this promotion), the Promoter may in its sole discretion modify or suspend the promotion or invalidate any affected entries. If an act, omission, event or circumstance occurs which is beyond the reasonable control of the Promoter and which prevents the Promoter from complying with these Terms and Conditions, the Promoter will not be liable for any failure to perform or delay in performing its obligation. In these circumstances, the Promoter may immediately terminate the promotion without any liability. Except for any liability which cannot be excluded by law (in which case that liability shall be limited to the minimum allowable by law), the Promoter and its associated agencies and companies will not be liable for any loss (including indirect, special or consequential loss or loss of profits), expense or

damage which is suffered (whether or not arising from any person's negligence) in connection with this promotion or accepting the prize.

BRAND PROTECTION

The winning team must not do anything which could, in the reasonable opinion of the Promoter, bring the Promoter or its brand into disrepute before, during or after this promotion. The Promoter encourages responsible drinking and encourages entrants to read <http://www.drinkaware.co.uk/> for more information.

GENERAL

If any of these clauses are determined to be illegal, invalid or otherwise unenforceable, then it shall be deleted from these terms and conditions. The remaining clauses shall survive and remain in full force and effect. These terms and conditions are governed by English law. The Courts of England and Wales will have exclusive jurisdiction unless you live in another part of the UK, in which case your local courts will have jurisdiction.

DATA PROTECTION

The Promoter will use the personal details supplied by entrants for the administration of the promotion, which may involve transferring that information to third parties involved in the administration of the promotion (e.g. the Promoter's marketing agency) and, in the case of winners, the fulfilment of the prize. The personal details entrants submit must be true and up-to date. The Promoter cannot be held responsible for entrants or winners failing to supply accurate information which affects their participation, prize acceptance or delivery of their prize. The handling of this personal data will be in accordance with the Promoter's Privacy Policy. By participating in the Promotion, you agree to this use of your personal data. You can request access to your personal data. If you are required to submit a third party's personal data to enter the promotion, you must ensure that the person whose details you submit has given their consent for you to provide the Promoter with their personal data. By participating in the promotion, you agree to the use of your personal data as described here. All personal data will be deleted by January 30th 2023.