



THE LONDON N°1

LEGENDS OF LONDON

**2nd EDITION
CONTEST GENERAL RULES & REGULATIONS
2018**

LEGENDS OF LONDON

CONTEST RULES AND REGULATIONS

Company organizer of the Contest: GONZALEZ BYASS, S.A., (hereinafter GONZALEZ BYASS or the Organizer) with domicile in the street Manuel María González 12, Jerez de la Frontera (SPAIN), and C.I.F. A11605276, intends to carry out, through the competition system, a promotional action called "LEGENDS OF LONDON", in order to encourage the diffusion and notoriety of its brand THE LONDON N°1 (hereinafter TLN1) and to promote and make known the different uses of its product TLN1 as an ingredient of multiple and varied cocktail recipes through the web www.legendsoflondon.com.

The Competition will be governed by the following bases:

1. - THE COMPETITION:

The **Legends of London** is an international cocktail competition which is launch in 13 countries, including Brazil, Colombia, Perú, Mexico, Belgium/Netherlands*, Germany, Italy, UK, Denmark, Australia, Switzerland, Hong Kong/Macau**, Indonesia** and Chile.

*Belgium & Netherlands will participate as a single country, resulting only one finalist between these 2 countries for the international final in London.

**Hong Kong & Macau will participate as a single country, resulting only one finalist between these 3 territories for the international final in London.

The competition is made up of 2 stages:

- **National competitions** will be held in each participating country. To enter the Competition, candidates must register on the website, submit their cocktails recipes, photos and a video demonstrating their bartender's ability. The jury will select finalists per country from among all the candidates, who will represent their country at the International Final.
- The **International Final**, to be held on the 1st of September 2018 in Hush Mayfair, London (UK), where National Finalists will compete to become the winner of **Legends of London 2018**.

Notwithstanding the foregoing, the Contest is not valid in any country or place where state or local laws or regulations prohibit it.

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Those who are linked by labor or commercial relationship to GONZALEZ BYASS, or workers or collaborators of the entities that have a relationship with the Contest and the prize to be delivered, or their family members up to the second degree, cannot participate in the Contest. Consanguinity or affinity, or spouse or relationship of a similar nature.

Neither may any person directly or indirectly involved in the preparation, design, organization and/or operation of this promotion and advertising agencies or promotion agencies that are related to The Contest, nor minors in each of the countries and non-residents legally in these countries.

GONZALEZ BYASS reserves the right and the power to exclude shares that may be offensive, abusive, discriminatory, xenophobic or in any way harmful to its image or that of its brands.

The Contest is free for the participant and does not imply in itself the acquisition of any product marketed by GONZALEZ BYASS.

2. - COMUNICACION

The Competition will be communicated on the LEGENDS OF LONDON website www.legendsoflondon.com.

Subsequent to its inception, said the promotion may be communicated in any other means that GONZALEZ BYASS deems appropriate, press, digital media, etc.

3. – MECHANICS OF THE CONTEST

3.1. REGISTRATION OF PARTICIPATION IN THE WEBSITE

Those interested in participating in the Contest and who meet the requirements established in Base 1 above, must register, within the period between April the 1st (12: 00: 00h CEST UTC + 2) and 6th June 2018 (23: 59: 59h CEST UTC + 2) at www.legendsoflondon.com, filling in all the mandatory fields of the registration form and accepting the Bases of the Contest.

Inaccurate, erroneous data or that in the date of the Competition will not be in force will not be admitted. Participants who do not meet all the requirements indicated in the present rules will not be entitled to any prize.

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3.2. METHOD OF PARTICIPATION – PHASE 1

To participate in the contest, once the registration has been made on the website and the bases accepted, the participant will have access to a personal area on the web to register, no later than May the 31st 2018, his cocktail proposal, Following the rules and regulations stipulated by the competition, along with a photograph of the cocktail.

Proposals submitted by participants must meet the following requirements:

- Cocktail has to contain at least 35ml of TLN1.
- Maximum of 7 ingredients, including garnish (*).
- Cocktail registration must include the name of the cocktail, complete recipe in ml, a photo of cocktail and inspiration of the creation.

(*) It will not be considered an ingredient the ice that the contestants think fit, in addition to the decorative complements (straws, removers, etc).

The methods of elaboration are at the participant's desire.

The cocktail will have to be an original combination of the participant's own.

The same participant can only participate in a cocktail.

No prized or pending cocktail can be presented in another contest.

3.3. CHOICE OF WINNERS – PHASE 1

A jury, selected and freely chosen by the organizer, will choose from among the proposals received between 1st April and 6th June 2018, a winning cocktail for each participating country.

The jury will make its decision according to the following criteria:

- Presentation
- Harmonization of the combination of different ingredients
- Inspiration for the creation presented

The jury will also choose three reservations or alternates.

The members of the jury will decide on any controversy that arose during the development of the contest and the application of the present bases.

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The participants are bound to the interpretation of the selection criteria made by the jury, accepting the decision of the same, as well as that there is no claim or complaint within the scope of this contest.

The jury may declare desierto the contest of not being reached, in its opinion, a certain level in the recipes with respect to the indicated criteria.

The decision of the jury will be made public on July 27th, 2018. GONZALEZ BYASS will contact the winners of Phase 1 of the competition by email. The winner, within the next 5 calendar days, must confirm that he / she agrees to move to Phase 2 of the Contest by sending a communication by the means indicated by GONZALEZ BYASS at that moment, where they must make a commitment to include and maintain, In the cocktail menu of the place where they perform their professional activity, for a period of at least 3 months, the cocktail they have presented and chosen to move to the next phase of the Contest. GONZALEZ BYASS may request the participants to prove the effective fulfillment of this commitment, by sending a photograph of the letter.

If the winner does not respond within the period indicated, does not assume the indicated commitment, or could not contact GONZALEZ BYASS, he will lose the right to participate in Phase 2 of the Contest and this will pass to the reserves by his order, who will have the Same time period for acceptance.

You will also lose the right to pass to Phase 2 of the Contest, those participants who have registered on the portal <http://www.legendsoflondon.com> with non-truthful or false data and those that do not comply with the provisions in the present bases and Have been disqualified. In such case, the next participant from the same country that has obtained the next highest score will be declared the winner of Phase 1 of that country.

3.4. METHOD OF PARTICIPATION – PHASE 2

The winner in each of the national finals, prior express acceptance as indicated in the previous section 3.3., you will enter the final round of the competition to be held in the city of London on September the 1st, 2018.

GONZALEZ BYASS will be responsible for the following expenses of travel, lodging, and maintenance of the participants, necessary for their participation in Phase 2 of the Contest, as well as in the complementary activities organized by GONZALEZ BYASS:

- DAY 1 (31 August 2018): Arrival in London during the morning and planned activities throughout the day.
- DAY 2 (1 September 2018): International final in London and activities during the day.
- DAY 3 (2 September 2018): Return flight.

2 hotel nights in London (4 * hotel or higher), return flights from the nearest airport to the city of residence of the participants in economy class, transfer from the airport to

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the hotel and from the hotel to the airport***, transfers in the city of London according to the schedule set by the organizers, lunch and dinner on day 1, breakfast and lunch on day 2, breakfast on day 3, and expenses corresponding to the activities established by the organizer.

***** Transfer from the airport to the hotel and from the hotel to the airport will be only cover in London and between August the 31st to September the 2nd 2018, for those staying longer to 2nd September will organise transfer to airport by its own.**

The finalists must have their passport or current identification document, as well as the relevant visa and all suitable vaccines, if necessary, proving these extremes by submitting the documentation corresponding to GONZALEZ BYASS or to the Travel Agency designated by the latter.

GONZALEZ BYASS reserves the right to modify the travel plan previously indicated, for which purpose it will notify participants in due time.

Participants in this international final will face an international jury composed of experts from the world of mixology and spirits.

The competition will consist of the elaboration, by each of the participants selected in Phase 1, of the winning cocktail in the national competition:

- a) each participant will elaborate two units of the cocktail to be presented to the jury.
- b) each participant will have a maximum time of 5 minutes to prepare his proposal.

3.5. CHOICE OF THE WINNER – PHASE 2

The evaluation of the Jury will be carried out taking into account the characteristics of the cocktail that are related below. The maximum total score that can be awarded to a cocktail is 100 points, distributed as follows:

CHARACTERISTICS	MAXIMUM SCORE
GLASSWARE	5
DECORATION	5
AROMA	10
DESCRIPTION	15
PERFORMANCE	25
FLAVOUR	40
TOTAL	100

In case of a tie in the scores, the jury will re-evaluate the performance and proposals of the participants matched to points.

The highest scoring participant will be proclaimed an international Legends of London winner.

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If the winner of Phase 2 was disqualified for any reason, the next highest rated participant will be declared the winner of the competition.

4. – PRIZE

The winner of Phase 2 of the Competition will be awarded a trophy that will credit him as the absolute winner of the 2nd edition of Legends of London and will receive a cash prize worth 1,600 Euros.

The prize for this promotion is personal and non-transferable. The prize cannot be subject to exchange, alteration or compensation at the request of the winner.

5. – IMAGE RIGHTS

The participants, and in particular the winner, automatically consent to and on the part of GONZALEZ BYASS the assignment, use, publication and reproduction without territorial limitation, of their image and name in any type of publicity, promotion, publication, including Internet, or any other means or Support of the nature that is, for commercial or informative purposes whenever these are related to the present promotion, without that it generates right in favour of the winner to receive consideration some for this and with the maximum temporary validity established in the law.

6. – TAXATION OF THE PRIZE

The prize of this Contest may be subject to withholding or entry into account in Spain. In relation to the above, it will be treated, firstly, to what is available in the Double Taxation Agreement that is applicable, and, failing that, to that for which Spanish national legislation provides.

To this end, the winner must provide a photocopy of his personal identification document, a certificate issued by the tax authorities of his country of residence, certifying the winner's fiscal residence and providing all personal and tax information requested by GONZALEZ BYASS.

In any case, the winner is solely responsible for all taxes and fees associated with receiving the prize in his / her country of residence and must make the declarations and/or settlements that correspond in that country according to the applicable regulations. To that end and if the winner so requests, GONZALEZ BYASS will give you a certificate justifying the value of the prize and retention, if any, practiced.

7. – DATA PROTECTION POLICY

In compliance with the provisions of Organic Law 1/1982, of May 5, on the Right to Honor, personal and family intimacy and the Image itself and the Organic Law 15/99 of December 13, on Data Protection Personals, by providing their personal data, the participant expressly and unequivocally consents to their being treated, for use in the development of the Contest.

In compliance with the provisions of Organic Law 15/1999, of December 13, on the Protection of Personal Data, the personal data of the participants will be incorporated and treated in the files of GONZALEZ BYASS, in order to manage the Contest Developed through the page www.legendsoflondon.com, to be able to provide and offer our services, as well as to send your own information and of affiliates of the González Byass Group for publicity purposes.

The participant, by the mere fact of participating, expressly consents to the transfer or communication of his personal data to companies of the GONZÁLEZ BYASS Group (see relation at www.gonzalezbyass.com) in order to send you communications related to goods and / or services Commercialized and / or rendered by the same, as well as to third companies with which GONZALEZ BYASS has subcontracted the management of the Contest in order that these companies can treat their personal data in order to guarantee the continuity of the services offered by GONZALEZ BYASS and to monitor the correct functioning of the website, as well as to carry out the management of the Competition.

In addition, in compliance with Law 34/2002 on Information Society and Electronic Commerce Services, the participant authorizes GONZALEZ BYASS to send you electronic communications of GONZALEZ BYASS or other companies of the GONZALEZ BYASS group, related to the Development of the Contest, or on news and offers related to goods and / or services marketed and / or provided by the GONZÁLEZ BYASS group.

The participant may exercise the rights of access, rectification, cancellation and opposition of his personal data, at lopd@gonzalezbyass.es or at c / Manuel M^a González 12, 11403 Jerez de la Frontera, indicating "Ref^a Legends of London 2018".

It is the sole responsibility of the participant that the information provided is correct, truthful and complete, so if you provide us with incorrect, uncertain, incomplete personal data, GONZÁLEZ BYASS is exempt from any responsibility with regard to the successful conclusion of the Contest and impossibility of obtaining the prize.

8. – SAFETY AND CONTROL STANDARS

GONZALEZ BYASS reserves the right to take whatever measures are appropriate to avoid any conduct that GONZALEZ BYASS suspects that its purpose or effect is any attempt to act in fraud of this promotion or in breach of its rules or to the detriment of other participants, whose first and immediate consequence will be the exclusion of the participant and the loss of any right to the prize that he may have obtained.

Likewise, GONZALEZ BYASS reserves the right to exclude participants in case of contributing or hanging material containing viruses, worms or any other computer code directed to or capable of damaging, interfering, intercepting or violating the security of any system, information or data, as well as when the personal data provided are incorrect or false.

GONZALEZ BYASS reserves the right to invalidate, expel, delete or disregard in the computation those profiles that it considers suspicious of any attempt at fraudulent participation, including, but not limited to, the attempt to register more than one profile of user of the web www.legendsoflondon.com by a person, creation of false profiles or usurpation of identity.

GONZALEZ BYASS reserves the right to verify the suitability of the participating professional, who must provide his / her CV during the registration process. Except where prohibited by law, each participant may be required by GONZALEZ BYASS to sign and return a statement of suitability, liability, and publicity, and to provide any additional information that may be required by GONZALEZ BYASS, as it is considered relevant for the purposes of this Contest.

Likewise, GONZALEZ BYASS reserves the right to put any suspicion in this sense in the knowledge of the company responsible for the management of the mentioned web, so that it adopts the corresponding measures. Likewise, GONZALEZ BYASS reserves the right to take any legal action that may apply.

9. – LIMITATION OF LIABILITY

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GONZALEZ BYASS is not responsible for any interruptions or failures on the Internet, on the web page www.legendsoflondon.com, the cable network, electronic communications networks, software or hardware failures or possible errors in the introduction and/or the processing of responses, deliveries or personal data. In the event of problems or incidents of this type, GONZALEZ BYASS will do everything in its power to correct them as soon as possible, but cannot assume any responsibility in this regard.

GONZALEZ BYASS excludes any liability for damages of any nature which, despite the security measures taken, could be due to improper use of services and content by users, and in particular, although not Exclusively, for the damages and damages that may be due to the impersonation of the personality of a third party made by a user.

GONZALEZ BYASS is not responsible for any loss, damage, theft, delay or any other circumstance attributable to third parties or to the Internet, which could affect participation in this promotion, the delivery of the prize, as well as the services they could provide Third parties regarding the enjoyment of the prizes.

Likewise, GONZALEZ BYASS is not responsible for the improper use of the prize made by the winner.

10. – ACCEPTANCE OF THE BASES

The participant expressly agrees to comply with each and every one of the Bases of this Contest.

Possible participants are informed that simply taking part in the Contest implies the total acceptance of the present bases.

Failure to comply with any of the rules will lead to the exclusion of the participant.

In case of conflict between the present Bases and the website www.legendsoflondon.com, these bases will prevail.

In case of doubts or discrepancies in the interpretation of any of the present bases, GONZALEZ BYASS will make an interpretation according to the spirit and purpose for which the Contest has been created.

GONZALEZ BYASS, as organizer of this promotion, reserves the right to modify at any time the conditions of this promotion and even its possible annulment, before the closing date of the campaign, whenever there is justified cause, undertaking to notify with In good time before the new bases, conditions or in the case the definitive annulment, through the webpage of the Contest.

GONZALEZ BYASS will be exempted from any obligation or compensation with the participants if, due to force majeure or legal imperative, the present promotion should be annulled or suspended, a situation that would be conveniently brought to the attention of the participants.

11. – INTELLECTUAL AND INDUSTRIAL PROPERTY

With respect to the relationship between Sponsor and Participant, Participant shall retain all intellectual and industrial property rights (including moral rights) on and for any Cocktail with The London No. 1 created within the Contest ("Cocktail"). As a condition of participation in the Contest, the Participant grants to the Sponsor and the Contest Entities a perpetual, irrevocable, worldwide, royalty-free and non-exclusive license to use, reproduce, adapt, publish, distribute, (1) in order to allow Sponsor and Judges to evaluate the Cocktail for the purposes of the Contest, and (2) relation to publicity and promotion through communication to the public and other groups, Including, but not limited to, the right to provide videos, screenshots, animations, and clips for promotional purposes.

12. – WARRANTY AND INDEMNIFICATION

The Participants guarantee that their Cocktails are the result of their own personal work, and as such, are the exclusive and exclusive owners of the Cocktail presented and hold the rights thereto, and that they have the right to present the Cocktail to the Contest and to grant all the required licenses.

Participants agree not to submit any Cocktail that (1) infringes any third party's property rights, intellectual property rights, industrial property rights, moral or personal rights or otherwise, including but not limited to copyright, trademark, Patent, trade secret, privacy obligations, publicity or confidentiality; Or (2) violates any regional, state or local legislation that results from application.

To the extent permitted by applicable law, the Participant will indemnify and compensate Contest Entities at all times against any liability, claim, claim, loss, damage, cost and expense resulting from any act, breach or omission of the participant and / Or breach of any warranty set forth herein. To the extent permitted by applicable

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law, the contestant agrees to defend, indemnify and hold harmless the Contest Entities against any such claims, actions, judgments or proceedings, as well as against any loss, liability, damages, cost or expense (Including related attorneys' fees) arising out of or arising out of: (a) any Cocktail or material provided by Participant that infringes any copyright, trademark, corporate identity, patent or another intellectual property right of any person; (b) any falsehooods declared by the Participant in connection with the Contest; (c) any breach of these Rules by the entrant; (d) claims made by persons or persons other than the parties subject to these Rules that originate or emanate from the Participant's participation in the Contest; (e) acceptance, possession, use or misuse of any prize or participation in any activity related to the Contest or participation in this Contest; (f) any failure of performance or other problem of the Contest Site; (g) any error in the collection, processing or retention of registration information; Or (h) any typographical error in a print, offer or announcement of any prize or winner.

13. – PUBLICITY

By entering the Contest, Participants agree to participate in any promotional or promotional activities related to the Contest and agree and agree that Sponsor and Contest Entities use their names and/or images for such activity with the Contestants, media or promotional unless prohibited by law.

14. – DISPUTE RESOLUTION

For any controversy that may arise in the interpretation and application of the present bases, the participants accept the criterion of GONZALEZ BYASS regarding the resolution of any issue arising from the present promotion, being its decision unappealable.

15. – DEPOSIT AND PUBLICATION OF THE BASES



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The present bases are deposited in the registered office of González Byass and they are

published on the web page <http://www.legendsoflondon.com>

16. – LANGUAGE

The Contest is held in Spanish. If the organizer has provided a translation of the original Spanish version of the Bases, this translation is provided exclusively for convenience, but it is the Spanish version, not the translation, which is binding for the participant. The Spanish version of these bases, and not their translation or translations, will prevail in case of conflict.

17. – APPLICABLE LAW AND JURISDICTION

The bases of the present Promotion will be governed by the provisions of the Spanish legislation.

Without prejudice to the provisions regarding the resolution of disputes, for the knowledge of any litigation that could derive from the interpretation and / or application of the present bases, this Promotion or the award granted, both GONZALEZ BYASS and the participants, with Express waiver of any other forum that may correspond to them, expressly submit to the jurisdiction and jurisdiction of the Courts and Tribunals of Jerez de la Frontera.