

USBG's Search for The Real McCoy Bartender Competition ***Rules and Requirements***

1. COMPETITION OVERVIEW

The United States Bartenders' Guild ("USBG") is hosting USBG's Search for The Real McCoy Cocktail Competition 2016 (the "Competition") in an effort to increase awareness of authentic rum cocktails, improve consumer appreciation for premium rum and to support its members. The Competition is sponsored in part by Real McCoy Spirits, Corp. with local supporters in each Contest State ("Sponsors").

The Competition is a Bartender competition with a Finalist Challenge cocktail mix-off event. Contestants must register online ("Contestants") as outlined in USBG's Search for The Real McCoy Bartender Competition Rules and Regulations ("Rules") as incorporated in USBG's Search for The Real McCoy Bartender Competition Terms and Conditions ("Terms"). Contestants will be judged and awards will be assigned as outlined in Rules.

2. ENTRY INSTRUCTIONS AND REQUIREMENTS ("Registration")

Contestants are required to register and submit an entry by the entry deadline for each of the contest rounds as outlined in the Contest States specific appendix ("Contest States").

2.1 CONTESTANT ENTRY

No purchase or payment necessary to enter or win. To register for the Competition, visit [www.realmccoyspirits.com/thesearch] and enter the required information including Contest State, first and last name, city of residence, bar of employment, email address, telephone number and cocktail recipe as outlined below (each a "Recipe" and collectively, the "Recipes"). Once you have completed all of the steps above and submitted your information, you will be registered for the Competition (each entry referred to as an "Entry" and collectively as "Entries"). You will receive an email confirmation to ensure that your recipe has been submitted. Should you not receive an email confirmation within 48 hours of submission, please contact a Sponsor representative. Contestant registration will open on the Registration Date and close on the Deadline Date of each round at Midnight (local time).

2.2 RECIPE SUBMISSION REQUIREMENTS

Recipes must comply with the following Recipe submission guidelines (the "Recipe Submission Guidelines"):

- (i) Recipe must include at least one of The Real McCoy products as the base spirit.
- (ii) Other spirits or beverages may be used as secondary (or complimentary) ingredients.
- (iii) Recipe must be original (an original Recipe is the product of one's own mind and is not an exact copy of a Recipe published elsewhere) and Contestant may not violate the rights of third parties, including copyrights.
- (iv) Recipe may not include more than EIGHT (8) ingredients, including fruit juices, syrups, drops, and dashes. In addition, Recipes may include an additional spray of citrus fruit zest or an aromatic spray over the drink if specified as a garnish.

(v) Recipe may include homemade ingredients, however these should be commercially available ingredients. Any submission containing homemade ingredients that cannot be easily replicated will be considered void. The definition of easily replicated ingredients will be at the sole discretion of the Judges.

(vi) Recipe must contain a minimum of 1.5 oz. of The Real McCoy product chosen.

(vii) Your Recipe submission must also include:

- a Recipe title;
- a complete list of ingredients;
- the method including exact measurements for each ingredient and the number of servings (non-alcoholic ingredients for your Recipe must be readily available in Contest State in most grocery stores);
- a garnish (if any);
- the glass type; and
- a photo (PNG, GIF, JPG or JPEG only. Maximum file size: 10MB)

(viii) Your exact Recipe submission must not:

- a) include commercial reference to any bar, restaurant or licensed facility;
- b) have been submitted to another competition or won a prize;
- c) have been published or publicized to the best of the Contestant's knowledge (i.e., Recipe must not appear in major cookbooks, in magazines etc.);
- d) include an inappropriate name for the drink (for example, rude, lurid, sexual words or words associated with narcotics or motor vehicles) as determined by the Sponsor and/or the Ambassadors (as defined below), in their sole discretion; or
- e) violate the rights of any other parties, including without limitation, any intellectual property, copyright, trade secret or other proprietary right of any third parties; or
- f) be offensive, defamatory, discriminatory, obscene, libelous, reflect poorly on Competition Entities, or be inappropriate for use in advertising or for promotional publicity purposes as determined by the Sponsor and/or the Ambassadors in their sole discretion; or
- g) violate the rights of any other parties, including without limitation any intellectual property, copyright, trade secret or other proprietary right of any third parties.

3. JUDGING

Each Competition round will have a different Cocktail Recipe, as defined in the Contest State Addendum.

During the rounds of the Competition, each Contestant's Cocktail Entry will be evaluated and scored by a panel of contest judges as selected by USBG and Sponsors ("Judges"). Consumer feedback on enjoyment of a Cocktail Entry is invited, and may be incorporated into the Judges' Cocktail Entry scoring, at their sole discretion.

The highest scoring Contestants, as determined by Judges, will be invited to the Finalist Challenge (each, a "Finalist") taking place at the location to be announced. In the event of a

tie, the potential winner will be selected based on the highest number of consumer level on-line postings.

Awards for the Bartender competition will be assigned as outlined in Contest State Addendum.

4. FINALIST CHALLENGE

Finalists will be required to sign a release form and to compete in the Finalist Challenge. During The Finalist Challenge, each Finalist will make one (1) or more cocktails (individually referred to as a "Cocktail" and collectively as "Cocktails").

Further details about the Cocktail(s) (including the judging criteria for the Cocktail(s)) shall be provided to the Finalists prior to the Finalist Challenge and will form part of these Competition Rules (the "Finalist Challenge Package"). Finalists must behave in an appropriate manner and comply with all guidelines, rules and instructions of the Sponsor.

A panel of judges selected by USBG and Sponsors at their sole discretion (the "Finalist Judging Panel") will score Finalists and Finalist Cocktails made during the Finalist Challenge using the judging criteria to be outlined in the Finalist Challenge Package. In the event of a tie, the highest scoring Finalists will take part in a 'Shake Off' consisting of the Finalists making one cocktail as part of a new challenge determined by the Finalist Judging Panel.

Awards for the Finalist Challenge will be assigned as outlined in Contest State Addendum.

5. AWARD DESCRIPTIONS

Judges and Finalist Judging Panel will assign awards ("Awards") as outlined in the Contest State Addendum.

Awards may include:

(i) An educational trip to Barbados for the purpose of learning the technical aspects of how The Real McCoy rum is produced ("Barbados Educational Seminar"). This Award includes:

- Round trip air transportation (economy class) to Barbados from the Departure Airport listed in Contest State Addendum
- Airport ground transfers to/from the accommodation in Barbados
- Accommodation while in Barbados
- VIP Distillery tour and seminar with Richard Seale of Foursquare distillery
- \$50 per day meals allowance

Barbados Educational Seminar winners must be available to travel to Barbados on the dates selected by the Sponsors. The sponsor will determine airline used for travel based on the date/time of trip and airline availability.

(ii) Other Awards may be offered in lieu of Barbados Educational Seminar where required by Federal, State or Local regulation.

5.1 GENERAL AWARD TERMS

Award winners are not entitled to any monetary difference between actual Award value and stated approximate Award value, if any, nor monetary compensation in exchange for Award participation.

Awards must be accepted as awarded, are not transferable, and cannot be substituted or redeemed for cash or otherwise. The Sponsor reserves the right, in its sole discretion, at any time to substitute any Award (or component thereof) with another prize (or component) of equal or greater monetary value. Sponsor makes no representations or warranties with respect to any Award.

All other expenses not specifically provided for in the Competition Terms and Conditions as being included in the Award will be the full responsibility of the Competition winner including, without limitation, optional seat selection fees, additional checked luggage fees, entertainment costs, additional meals and beverages, gratuities, merchandise, telephone calls, taxes, and all personal expenses of any kind or nature, together with any applicable overnight layover. All travel dates, accommodation on board aircraft and hotel accommodation are subject to space availability and subject to change without notice or compensation. Award winner is solely responsible for all costs incurred for transportation to and from the Departure Airport. It is also Award winner's responsibility to obtain all necessary travel documentation including valid passport prior to ticketing and to comply with any customs immigration requirements. It is recommended that Award winner obtain sufficient personal insurance prior to departure. Winner must comply with all hotel check-in requirements including, without limitation, the presentation of a major credit card. Sponsor is not responsible if winner is denied access to the aircraft or entry/re-entry into destination. In such an event, winner will be solely responsible for any expenses incurred and Award may be forfeited, in whole or in part. If the Award winner does not utilize any part(s) of Award, then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place. All travel and hotel arrangements relating to the Award must be made through USBG, the Sponsor or its designated agents. The Award may not be used towards any type of frequent flyer mileage, or other reward point accumulation program. If the winner chooses to upgrade their travel package, extend the length of their trip, or stop along the way this will be at the winner's own expense. In the event Award (or any portion thereof) is postponed, cancelled or otherwise unavailable for any reason, a portion of the balance of Award, decided by the Sponsor at the Sponsor's sole discretion, will be awarded in full satisfaction of Award and the Sponsor is not responsible for providing any replacement for the postponed, cancelled or unavailable component. Any unused portion of Award is forfeited and has no cash value.

Odds of being selected as Award winner depend on the number of Contestants, Finalists and the determinations of the Judges and Finalist Judging Panel.

No alcohol is included in any part of Award.

Contest States Addendum – COLORADO

- Sponsors: Après Ski Cocktail Classic, The Cocktail Brothers,
Real McCoy Spirits, Corp.
- Competition Rounds: January, February, and March 2016
- Cocktail Recipes: January Hot Rum Cocktail
February Rum Re-Fashioned
March Mixer's McCoy
- Finalist Challenge: March 5, 2016 - Après Ski Cocktail Classic in Aspen, CO
- Registration Date: December 1, 2015
- Deadline Dates: January 15, 2016,
February 5, 2016,
and February 29, 2016 (or as extended by USBG or Sponsors by
written notice)
- Finalist Selection: Ten (10) highest cumulative Contestant scores over the first 2 rounds
of the Bartender Competition.
- Awards: One (1) Barbados Educational Seminar will be awarded for the
highest score during the Finalist Challenge
- One (1) Barbados Educational Seminar will be awarded for the
highest cumulative Contestant score over the 3-round Bartender
Competition. If Contestant was awarded Barbados Educational
Seminar for the Finalist Challenge, this Barbados Educational
Seminar will be awarded for the next highest cumulative Contestant
score over the 3-round Bartender Competition
- One (1) \$25 gift certificate for use on cocktailkingdom.com to all of
the following 20 Competitors during the 3-round Bartender
Competition: 1st 5 cocktail Recipes submitted, top 5 rated cocktails,
5 most creative cocktails, 5 most "liked" cocktails as posted in a
Facebook photo album. Limit 1 certificate per Competitor per round.
- Departure Airport: Denver International Airport

Contest States Addendum – TEXAS

Sponsors: Real McCoy Spirits, Corp.

Competition Rounds: April, May and June 2016

Cocktail Recipes: Round 1 Rum Re-Fashioned
Round 2 Real Daiquiri Redux
Round 3 Mixer’s McCoy

Finalist Challenge: Date and location to be confirmed

Registration Date: February 1, 2016

Deadline Dates: March 31, 2016,
April 30, 2016,
and May 30, 2016 (or as extended by USBG or Sponsors by written notice)

Finalist Selection: Three (3) highest cumulative Contestant scores over the 3-rounds Bartender Competition from each of (i) Austin, (ii) San Antonio, (iii) Houston, and (iv) Dallas – Fort Worth.

Awards: Four (4) Barbados Educational Seminar will be awarded one (1) for the highest score during the Finalist Challenge from each of (i) Austin, (ii) San Antonio, (iii) Houston, and (iv) Dallas – Fort Worth.

One (1) Barbados Educational Seminar will be awarded to the bartender captain assigned to the city represented by the Finalist Challenge overall winner.

One (1) \$25 gift certificate for use on cocktailkingdom.com to all of the following 20 Competitors during the 3-round Bartender Competition: 1st 5 cocktail Recipes submitted, top 5 rated cocktails, 5 most creative cocktails, 5 most “liked” cocktails as posted in a Facebook photo album. Limit 1 certificate per Competitor per round.

Departure Airport: to be confirmed

Contest States Addendum – CALIFORNIA

Sponsors: Real McCoy Spirits, Corp.

Competition Rounds: June and July 2016

Cocktail Recipes: Round 1 Rum Re-Fashioned
Round 2 Mixer’s McCoy (Bartender’s Choice)

Finalist Challenge: Date and location to be confirmed

Registration Date: May 1, 2016

Deadline Date: May 31, 2016 (Round 1),
and June 30, 2016 (Round 2)
(or as extended by USBG or Sponsors by written notice)

Finalist Selection: Two (2) highest Contestant scores in Round 1 and three (3) highest Contestant scores in Round 2 of the Bartender Competition from each of (i) Northern California and (ii) Southern California.

Awards: two (2) Barbados Educational Seminar will be awarded one (1) for the highest score during the Finalist Challenge from each of (i) Northern California and (ii) Southern California.

One (1) \$40 gift certificate for use on cocktailkingdom.com will be awarded to each of the 8 remaining Finalists (runners up).

One (1) Barbados Educational Seminar will be awarded to the USBG bartender captain representing the Finalist Challenge overall winner.

One (1) \$25 gift certificate for use on cocktailkingdom.com to all of the following 20 Competitors during each Round of the Bartender Competition: 1st 5 cocktail Recipes submitted, 5 most unique rated cocktails, 5 most creative rated cocktails, and the top 5 rated cocktail photos. Limit 1 certificate per Competitor per round.

Departure Airport: to be confirmed

Contest States Addendum – NY/MA/RI/CT

- Sponsors: Real McCoy Spirits, Corp.
- Competition Rounds: April, May and June 2016
- Cocktail Recipes: Round 1 Rum Re-Fashioned
Round 2 Real Daiquiri Redux
Round 3 Mixer’s McCoy
- Finalist Challenge: Monday, July 11, 2016 at OceanCliff Resort in Newport, RI
- Registration Date: February 1, 2016
- Deadline Dates: Round 1: April 15, 2016
Round 2: May 15, 2016
Round 3: June 15, 2016

(or as extended by USBG or Sponsors by written notice)
- Finalist Selection: Ten (10) Finalists Selected as per the following:

Round 1: Two highest scoring contestants from each of (i) New England (*encompassing Massachusetts, Connecticut, Rhode Island*), (ii) New York.

Round 2: Three overall highest scoring contestants.

Round 3: Three overall highest scoring contestants.
- Awards: One (1) Barbados Educational Seminar will be awarded for the highest score during the Finalist Challenge

One (1) Barbados Educational Seminar will be awarded for the highest cumulative Contestant score over the 3-round Bartender Competition. If Contestant was awarded Barbados Educational Seminar for the Finalist Challenge, this Barbados Educational Seminar will be awarded for the next highest cumulative Contestant score over the 3-round Bartender Competition

One (1) \$25 gift certificate for use on cocktailkingdom.com to all of the following 20 Competitors during the 3-round Bartender Competition: 1st 5 cocktail Recipes submitted, top 5 rated cocktails, 5 most creative cocktails, 5 most “liked” cocktails as posted in a Facebook photo album. Limit 1 certificate per Competitor per round.
- Departure Airport: to be confirmed

Contest States Addendum – IL/WI

Sponsors:	Real McCoy Spirits, Corp.
Competition Dates:	April 1 st Through June 15th
Cocktail Recipes:	Each Contestant must submit one (1) of each of the following cocktails featuring The Real McCoy Rum: Rum Re-fashioned Cocktail Bartenders Choice Cocktail
Finalist Challenge:	Date and location to be confirmed
Registration Date:	April 1, 2016
Deadline Dates:	June 15 th 2016
Finalist Selection:	Ten (10) highest rated cocktails as blind judged by a panel of experts
Awards:	Two (2) Barbados Educational Seminar Trips will be awarded for the 1 st and 2 nd highest scoring cocktails during the Final Challenge Eight (8) \$150 Gift Certificates to finalists not chosen for the Barbados Educational Seminar Trip One (1) Barbados Educational Seminar Trip will be awarded to the USBG Captain assigned to the city from the 1 st place winner.
Departure Airport:	to be confirmed

Contest States Addendum – FLORIDA

Sponsors: Real McCoy Spirits, Corp.

Competition Rounds: Dates TBD, 2016

Cocktail Recipes: Round 1 Rum Re-Fashioned
Round 2 Real Daiquiri Redux
Round 3 Mixer’s McCoy

Finalist Challenge: Date and location to be confirmed

Registration Date: TBD, 2016

Deadline Dates: TBD, 2016,
TBD, 2016,
and TBD, 2016 (or as extended by USBG or Sponsors by written notice)

Finalist Selection: Three (3) highest cumulative Contestant scores over the 3-rounds Bartender Competition from each of (i) Miami/Fort Lauderdale, (ii) Tampa/St. Petersburg, (iii) Jacksonville, and (iv) Pan Handle.

Awards: Four (4) Barbados Educational Seminar will be awarded one (1) for the highest score during the Finalist Challenge from each of (i) Miami/Fort Lauderdale, (ii) Tampa/St. Petersburg, (iii) Jacksonville, and (iv) Pan Handle.

One (1) Barbados Educational Seminar will be awarded to the bartender captain assigned to the city represented by the Finalist Challenge overall winner.

One (1) \$25 gift certificate for use on cocktailkingdom.com to all of the following 20 Competitors during the 3-round Bartender Competition: 1st 5 cocktail Recipes submitted, top 5 rated cocktails, 5 most creative cocktails, 5 most “liked” cocktails as posted in a Facebook photo album. Limit 1 certificate per Competitor per round.

Departure Airport: to be confirmed