

# JAMESON BLACK BARREL – BARTENDER SERIES 2025 COMPETITION

## TERMS & CONDITIONS OF ENTRY

### Schedule to Terms & Conditions

<p><b>Eligible Entrants</b></p> <p><b>Residency</b></p> <p><b>Age</b></p> <p><b>Special Conditions</b></p>	<p>Open to all entrants globally subject to these Terms &amp; Conditions.</p> <p>21yrs + for Winner, subject to Winner being of legal drinking age in his/her country.</p> <ul style="list-style-type: none"> <li>- Entrants must be or have been within the previous 5 years a bar professional by trade (Promoter may request proof of same should an entrant be successful).</li> <li>- The Promotion is only offered in and only open to participants in locations where the following are legal: the Promotion itself; the prizes; alcoholic beverage sales, alcoholic beverage promotion, advertising and sponsorship. For the avoidance of doubt, markets which are Dark may participate so long as any activity with regards to the competition is in adherence with local laws.</li> <li>- It shall be solely the responsibility of each entrant to ensure compliance with all local laws and regulations in their country of residence.</li> <li>- Entrants consent that their entries may be shared with their relevant local affiliate company within the Pernod Ricard S.A. group and that their local affiliate company may contact them in relation to local prize opportunities.</li> </ul>
<p><b>Entry Mechanism</b></p>	<p><b>Entry:</b> Entrant shall, within the Promotion Period:</p> <ol style="list-style-type: none"> <li>1. Where available in an eligible market, commence their entry via the website (i.e. <a href="http://www.jamesonwhiskey.com/en/jameson-bartender-series">www.jamesonwhiskey.com/en/jameson-bartender-series</a>) or the link provided in local promotional materials and follow @JamesonHOSTS on Instagram for competition updates;</li> <li>2. Following the 'challenge' provided, design and create a Jameson Black Barrel cocktail. The challenge will require entrants to create a 30-60 second cocktail video inspired by your locality, that accentuates the unique flavour profile of Jameson Black Barrel. It could be a local ingredient, technique, place, person, craft, or a combination of the above. Tell us why Jameson Black Barrel works so well as the base spirit for your cocktail and inspire us with your passion for your locality;</li> <li>3. Film a video of themselves preparing the cocktail (video must be shot in portrait mode and be no longer than one minute in duration);</li> <li>4. Upload the video to entrant's personal Instagram feed together with relevant competition hashtags (#Jamesonbartenderseries25 #competition #bartender #jamesonblackbarrel) from 00:00 (GMT) Monday 13<sup>th</sup> January 2025 to 23:59 (GMT) Monday 17<sup>th</sup> February 2025 and ensure video is viewable publicly until 23:59 (GMT) Monday March 10<sup>th</sup> 2025 in order that Promoter may view the video;</li> <li>5. Upload his/her high quality video to a file sharing website (e.g. dropbox, google drive etc) ) from 00:00 (GMT) Monday 13<sup>th</sup> January 2025 to 23:59 (GMT) Monday 17<sup>th</sup> February 2025 and ensure high quality video is downloadable until 23:59 (GMT) Monday March 10<sup>th</sup> 2025 in order that Promoter may download and view the video;</li> <li>6. All video submissions containing language must either be in the English language or contain English subtitles;</li> <li>7. Complete the entry form provided on <a href="http://www.jamesonwhiskey.com/en/jameson-bartender-series">www.jamesonwhiskey.com/en/jameson-bartender-series</a>, or via local promotional materials providing all requested information, including video download link.</li> </ol> <p>Unsuccessful entrants will not be notified directly. Please refer to @JamesonHOSTS (Instagram) for competition updates.</p> <p>The video entries will be judged by the Global Promoter to determine the finalists to be judged by the independent judging panel, consisting of three judges selected from the spirit industry and appointed by the Global Promoter. The "top 24" will be determined by said panel, each of whom will be a</p>

	<p>'Regional Winner (s)'. The amount of Regional Winners may vary market to market. Regional Winners will be flown to Ireland to attend the Jameson HOSTS Global summit. The Top 10 Finalists, as selected by the panel of Independent Judges will partake in various promotional events and compete in the final hosted by the Promoter. 3 (three) Global Champions will be selected from this final.</p> <p>If using other spirit or beer/ stout based products, we encourage you to use any of the Pernod Ricard portfolio products, otherwise such products must be referred to generically (omitting brand names and any branded visual references) e.g. vodka, rum, stout etc in non-branded bottles</p> <p>Entrants agree that they will not do anything which is likely to bring us or any of our promotion partners into disrepute or which might adversely affect our reputation or the Promotion and we reserve the right in our sole discretion to delete/hide your entry and/or disqualify you should we deem your entry to be inappropriate.</p>
<b>Entry Limit</b>	1 per person
<b>Entry Period:- Commencement Date Close Date</b>	13 <sup>th</sup> January 2025 17 February 2025
<b>Promoter</b>	<p><b>Regional Promoter:</b> Irish Distillers International Ltd, Simmonscourt House, Simmonscourt Road, Ballsbridge, Dublin 4, Ireland.</p> <p><b>Global Promoter:</b> Irish Distillers International Ltd, Simmonscourt House, Simmonscourt Road, Ballsbridge, Dublin 4, Ireland.</p>
<b>Judgement Date</b>	<p>24 x 'Regional Winners' will be announced by the Global Promoter on Monday March 10<sup>th</sup> 2025.</p> <p>10 x 'Finalists' will be announced by the Global Promoter Monday March 24<sup>th</sup> 2025.</p>
<b>Judgement Criteria</b>	<p>The most creative entry that complies with these Terms &amp; Conditions and the following criteria:</p> <ul style="list-style-type: none"> <li>i) Brand integration (30 points);</li> <li>ii) Creative video production (30 points);</li> <li>iii) Drink design and presentation (40 points);</li> </ul> <p>The Top 10 point scorers using the above criteria will qualify for the final of the Jameson Black Barrel Bartender Series 2025.</p> <p>The 3 x 'Global Champions' of the Jameson Black Barrel Bartender Series 2025 will be judged anonymously from the Top 10 Finalists by two independent panels made up of 3 judges and 3 mentors at the Jameson HOSTS Global Summit. Each panel will arrange their top 10 in terms of preference based on taste with the 3 highest combined scores winning.</p>
<b>Prize</b>	<p>Our 24 x 'Regional Winners' will be selected according to the following country breakdown: Australia x 2   Bulgaria x 2   China x 1   Cruise Ships x 2   Estonia x 1   Indonesia x 1   Italy x 1   Ireland x 1   Kazakhstan x 1   Malaysia x 1   New Zealand x 1   Nigeria x 1   Norway x 2   Spain x 2   Turkey x 1   UK x 1   Rest of world x 3.</p> <p>The top 24 x Regional Winners will receive the following (each of which to be determined and booked by the Regional Promoter):</p> <p><u>Flights</u></p> <ul style="list-style-type: none"> <li>- International return flights (economy) from each Regional Winner's nearest international airport to an international airport of Ireland.</li> </ul> <p><u>Accommodation</u></p> <ul style="list-style-type: none"> <li>- Three nights in a 4 star hotel or better (local standard). All accommodation based on single-occupancy double room. Basis of stay: bed and breakfast; All food, drink and entertainment directly associated with the Jameson HOSTS Global Summit 2025 in Ireland will be covered by the Promoter</li> </ul> <p><u>Transport</u></p> <ul style="list-style-type: none"> <li>- Transport within Ireland</li> </ul>

	<p>The Top 3 x 'Global Champions' will each win an additional €5,000 and access to the Jameson Black Barrel Bartender Series Mentorship Sessions in collaboration with 3 industry mentors.</p> <p><b>Not included:</b></p> <ul style="list-style-type: none"> <li>- Visas and vaccinations</li> <li>- Expenses of a personal nature, including food and drink laundry, phone calls, alcohol, excess baggage charges and any costs arising out of unforeseen circumstances and any other circumstances beyond our control.</li> <li>- Anything else not explicitly identified above as included.</li> </ul>
<b>Total Prize Value</b>	<p>€2,500 approx per Regional Winner based on :  Flights: €750  Accommodation: €750  Transport/Food in Ireland: €1,000</p> <p>€5,000 total per Global Winner based on:  Cash Prize: €5,000</p>
<b>Approved Notification Method</b>	Email or Social media (Instagram message)
<b>Prize Delivery Method</b>	Email/private arrangement
<b>Prize Delivery Date</b>	The cash prizes are to be delivered to the Global Champions by the Global Promoter by 28 <sup>th</sup> October 2025
<b>Special Conditions</b>	<ul style="list-style-type: none"> <li>▪ The Prize shall be at all times subject to the Total Prize Value and the Winners shall be responsible for any and all costs exceeding the Total Prize Value.</li> <li>▪ Winners must be of legal drinking age in their country of residence and also the destination country.</li> <li>▪ The final itinerary is subject to the Regional Promoter's approval and any relevant travel and/or public health restrictions</li> <li>▪ Promoters may reshare on their own Social Media platforms any videos which are submitted to the competition for an unlimited period and at no compensation to the entrant.</li> <li>▪ In the event that the event at Midleton Distillery in September 2025 is cancelled/rescheduled, the Promoters will work with Winners to re-schedule.</li> </ul> <p>This Promotion is in no way sponsored, endorsed or administered by, or associated with Instagram. Any questions, comments or complaints from entrants should be directed to the Promoter at the address listed below and not to Instagram. By entering into this Promotion, each entrant agrees to release and indemnify and keep indemnified Instagram from and against all liability and forever forego and abandon all rights and causes of action against Instagram arising as a result of the Promoter conducting this Promotion. Entrants must ensure that they comply with Instagram's own terms and conditions and do not submit entries which may breach these terms and conditions or local laws.</p> <p>If we consider that you or your entry are in breach of these terms and conditions, or if we have grounds to suspect any entrant or third party of cheating, deception or fraudulent or unsportsman-like conduct of any kind (including, without limitation, manipulating the Promotion, choice of prize Winner(s), any voting mechanism or any entry), without limiting the options available to us, we reserve the right in our sole discretion (and without us incurring any liability) to disqualify any entrant, entry or person we reasonably believe to be responsible for, or associated with, such activity. We also reserve the right to disqualify you from the Promotion and/or Prize (without us incurring any liability) if in our reasonable opinion you conduct yourself in a way which is abusive or which exposes you or others to any medical, security, safety or similar risk whatsoever (including if you are intoxicated or abusive in any way). You agree that you will not do anything which is likely to bring us or any of our promotion partners into disrepute or which might adversely affect our reputation or the Promotion. If you are disqualified prizes may be withheld or withdrawn. You will not be compensated and you may be required to pay any costs incurred. Another entrant or winner may be selected at our discretion to take part in the Promotion and win the prize.</p> <p>As a condition of entering this Promotion, entrants consent to the Promoters and their affiliated market companies using the entrant's name, likeness,</p>

	<p>image and/or voice featured in their entry videos (including photograph, film and/or recording of the same) in any media for an unlimited period of time without remuneration or compensation for the purpose of promoting, publicising or marketing this Promotion (including any outcome), and promoting any products or services manufactured, distributed and/or supplied by the Promoters. Each Finalist agrees to participate in all reasonable promoted activities in relation to this Promotion as requested by the Promoters and their agents.</p> <p>All entries and any copyright subsisting in the entries become and remain the property of the Promoters upon receipt by the Promoters or their agents. Each entrant waives all and any moral rights and any other similar rights which may be vested in the entry. Each entrant acknowledges that they have no obligation to be accorded credit or acknowledgement in respect of their entry content. Promoters shall have full discretion to edit the entry videos and licence same to their affiliated market companies.</p> <p>Entrants shall not use AI in the making of their videos submitted for the competition, save for translation mechanisms into English if applicable, and any entries found to be using AI will be deemed to be invalid.</p>
<b>Promoter Email Contact</b>	JamesonBartenderSeries@pernod-ricard.com
<b>Privacy Policy</b>	<a href="https://www.jamesonwhiskey.com/en-EN/privacy-policy">https://www.jamesonwhiskey.com/en-EN/privacy-policy</a>
<b>Claim Days</b>	7 days from the the announcement of the winner

### **Terms & Conditions**

1. Information on how to enter and prizes forms part of these conditions. By participating, entrants agree to be bound by these conditions. Entries must comply with these conditions to be valid. For the avoidance of doubt the above Schedule to these Terms & Conditions forms part of these conditions.
2. Entry is open to **Eligible Entrants**. The directors, management and employees (and their immediate families) of the Promoter, its related entities, printers, suppliers, providers and agencies whom are directly associated with the conduct of this promotion; and any retailer activating the promotion are ineligible to enter the promotion. No third party entries, bulk entries or entries submitted by agents will be accepted.
3. To enter the promotion, **Eligible Entrants** must complete the **Entry Mechanism** during the **Promotion Period**.
4. If applicable, the **Entry Limit** applies to entries. Any excess or invalid entries will be deemed invalid.
5. The **Promoter** accepts no responsibility for late, lost or misdirected entries. Incomplete, ineligible or incomprehensible entries will be deemed invalid. Entries must be submitted in the manner required and received by the Promoter during the Promotional Period. Entries received will be considered final by the Promoter. Late entries will not be accepted.
6. The Promotion Period commences at the **Commencement Time** on the **Commencement Date** and closes at the **Close Time** on the **Close Date**. The judging will take place at the **Nominated Business** on the **Judgment Date** using the **Judgment Criteria**. The Promoter's decision is final, and no correspondence will be entered into. This is a game of skill; chance plays no part in determining the winner(s).
7. If the entrant's entry is deemed invalid, the Promoter will award the prize to the next best judged entry at the same time and place as the original judging date and repeat this process until the prize is awarded to an Eligible Entrant.
8. The **Prize** must be taken as offered and cannot be varied by the winner(s). Prizes are not transferable or exchangeable and cannot be taken as cash. Any change in the value of a prize between the advertising date and the date the prize is claimed is not the responsibility of the

Promoter. The Promoter accepts no responsibility for any tax implications that may arise from the prize winnings. Independent financial advice should be sought.

9. The winner(s) will be notified by the **Approved Notification Method**.
10. Prizes will be delivered to winners by the **Prize Delivery Method** by the **Prize Delivery Date**. The Promoter and its agents associated with this promotion take no responsibility for a prize (or part of a prize) damaged or lost in transit (if relevant). Third party terms and conditions apply to each aspect of the Prize.
11. The Promoter encourages the responsible use of prize(s), in accordance with applicable legislation.
12. If for any reason a Prize, or any part of a Prize becomes unavailable for any reason beyond the Promoter's reasonable control, the Promoter reserves the right to substitute the Prize (or part thereof) for an alternative Prize to the same or greater value of the original Prize value, subject to applicable law.
13. Entrants must only enter in their own name. The Promoter reserves the right to request the winner(s) and his/her companion(s) to produce (within a nominated time period) appropriate photo identification or other documentation (to the Promoter's satisfaction, at its sole discretion) in order to confirm their identity, age, residency and/or eligibility to enter and/or claim a prize and any information submitted by the entrant in entering the promotion before issuing a prize. If the documentation required by the Promoter is not received by the Promoter (or its nominated agent) or the entrant has not been verified or validated to the Promoter's satisfaction within the time requested, that entrant's entry will become invalid. Proof of identification, residency and entry considered suitable for verification is at the sole discretion of the Promoter. The prize(s) will only be awarded following any validation and verification of the entrant that the Promoter requires in its sole discretion. In the event that an entrant cannot provide suitable proof, the relevant prize will be forfeited and no substitute will be offered as the entrant will be disqualified.
14. Where applicable, the Promoter reserves the right to refuse to allow the Prize winner or any of their companions to take part in any or all aspects of the Prize if the Promoter determines, in its absolute discretion, that the Prize winner (or any of their companions where applicable) are not in the mental or physical condition necessary to be able to safely participate in or use the Prize.
15. No compensation will be payable if a winner (or their companions if applicable) are unable to use any element of a Prize for whatever reason, including missed/delayed flights, refusal of entry or ejection from the location(s) or participation in certain activities for health, age, behaviour or safety reasons. Any part of a Prize that is not taken for any reason is forfeited and will not be substituted.
16. The Promoter will make all reasonable efforts to contact the winner. If the winner cannot be contacted or is not available, or has not claimed their Prize within the **Claim Days**, the Promoter may instead offer the prize to the next Eligible Entrant selected from the valid entries that were received before the Closing Date.
17. Except for any liability that cannot be excluded by law, the Promoter (including its officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the Promotion, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by a winner or entrant; or (f) use of a prize.
18. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter including because of war, terrorism, state of emergency or disaster (including natural disaster), infection by computer

virus, bugs, tampering, unauthorised intervention, technical failures or any which corrupt or affect the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.

19. The Promoter and its associated agencies and companies are not responsible for any problems, delays or technical malfunction of any telephone or network or lines, servers or providers, computer equipment, software, technical problems or traffic congestion on a network or a mobile network or any combination thereof, or any other technical failures including any damage to entrant's or any other person's mobile handset, computer or peripherals related to, or resulting from, participation in this promotion or the downloading of any materials related to this promotion.
20. Entry and continued participation in this promotion is subject to the Promoter's licensing obligations and liquor serving policy where applicable.
21. The Promoter reserves the right to verify the validity of entries and reserves the right to disqualify any entrant for tampering with the entry process or for submitting an entry which is not in accordance with these conditions of entry, or if the entrant is engaged in any unlawful or other improper misconduct calculated to jeopardise the fair and proper conduct of the promotion. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.
22. Any entry that contains content that the Promoter, in its sole discretion, considers to be offensive or inappropriate in any way or that the Promoter considers, in its sole discretion, to infringe any intellectual property rights or other rights of any person, corporation or entity, will be considered ineligible. The decision to accept or reject an entry is at the Promoter's sole discretion and no correspondence will be entered into.
23. The Promoter will not be responsible for any incorrect, inaccurate or incomplete information communicated in the course of, or in connection with, this promotion if the deficiency is occasioned by any cause outside the reasonable control of the Promoter.
24. Any attempt to deliberately undermine the legitimate operation of this promotion may be a violation of criminal and civil laws and should such an attempt be made, whether successful or not, the Promoter reserves the right to seek damages to the fullest extent permitted by law. If the Promoter suffers loss or incurs any costs in connection with any breach of these terms and conditions of entry or any other legal obligation by an entrant, the entrant agrees to indemnify the promoter for those losses, damages and costs.
25. As a condition of entering this promotion, the winner(s) agree to participate in all reasonable promoted activities in relation to this promotion as requested by the Promoter and its agents.
26. As a condition of accepting the prize, the winner (and his/her companion(s), if applicable) may be required to sign any legal documentation as and in the form required by the Promoter and/or prize suppliers in their absolute discretion, including but not limited to a legal release and indemnity form.
27. If you send the Promoter any ideas or suggestions, regardless of the topic, the Promoter will have no obligations with respect to such ideas or suggestions and may use them for any purpose whatsoever.
28. Where applicable, entries and Prize are subject to the **Special Conditions**.
29. Personal data will be collected and processed in accordance with the Promoter's **Privacy Policy**. The Promoter may disclose personal data to third-party prize providers for competition administration and prize fulfillment purposes, or in order to comply with any legal obligation. At any time you can exercise your rights of access, rectification, erasure, restriction, portability, objection by contacting us at [jdpr-privacy@pernod-ricard.com](mailto:jdpr-privacy@pernod-ricard.com). You also have a right to lodge a complaint with the Data Protection Commission. By entering the Promotion (and/or accepting the Prize if you

are a Winner), you consent to such processing and confirm that all data provided by you is truthful and accurate.

30. The Promoter supports responsible consumption and recommends that alcohol be enjoyed in moderation.
31. These Terms and Conditions shall be governed by the laws of the Republic of Ireland and the Irish courts shall have exclusive jurisdiction over any dispute or difference arising in connection with the Promotion or these Terms and Conditions.
32. No purchase is necessary to enter the competition.
33. The Prize must be taken on the dates chosen by the Winner (subject to availability and confirmation by the Promoter), which dates are among and limited to the dates nominated by the Promoter, otherwise the entire Prize is forfeited. Not extension or variation of the Prize dates will be permitted. All components of the Prize must be taken together. Any element of the Prize not taken will be forfeited and not substituted.
34. Acceptance of the Prize is subject to any prevailing terms and conditions of the accommodation/transport/services providers and, in particular, health, behaviour, age and safety requirements. No compensation will be payable if the winner is unable to use any element of the relevant Prize as stated for whatever reason, including refusal of entry or ejection from the locations or participation in certain activities for health, age, behaviour or safety reasons.
35. The winner may not accrue frequent flyer points. Use of the travel component and any passes or vouchers issued as part of a Prize may be subject to prevailing terms and conditions of use of the suppliers of components of a Prize. The travel component cannot be used in conjunction with travel discounts or special offers. Travel and accommodation will be arranged and booked on the winner's behalf by the Promoter or an agent of the Promoter's choosing. Once booked, changes to travel times or arrangements will be at the expense of the winner. Any transportation to/from the airport in the winner's nearest international airport is the responsibility the winner.
36. All additional costs not expressly stated but which may be incurred in acceptance and use of a Prize is the responsibility of the winner. Such additional costs include, but are not limited to, meals, beverages, room service, telephone calls, laundry services, spending money, transport to and from airport departure point, other transfers, taxes including arrival and departure taxes (if applicable), insurance, travel insurance, passports and visas (if applicable). The winner may be required to present a credit card and/or identification at time of accommodation check-in.
37. An entry will not be accepted as a valid entry if (in the opinion of the Promoter) it:
  - a. encourages under-age drinking, has a strong or evident appeal to minors or features anyone who is, or looks, under 18
  - b. depicts or encourages irresponsible or offensive behaviour, excessive drinking or the misuse of alcohol
  - c. challenges or dares people to drink alcohol
  - d. associates drinking with engaging in any activity which requires a high degree of physical co-ordination, such as driving or playing sport
  - e. suggests that alcohol leads to success or can change your mood or environment
  - f. suggests that alcohol offers any therapeutic benefits or is necessary to relax
  - g. contains religious imagery
  - h. is offensive, anti-social, sexually provocative, discriminatory, exploitative or degrading
  - i. is misleading, deceptive, false, illegal or breaches anyone's intellectual property right.
  - j. Is made using AI.
38. Neither Irish Distillers International Ltd nor its affiliates accept liability or damages for any injury, illness or damage caused to entrants including winners, by any participants in the Promotion, or the consequence of any actions taken by any participants in the Promotion or injury to the winners when receiving the Prize. Before being awarded the Prize, the winner will be required to sign and return within the time stipulated by the Promoter, a full release and indemnity form in the Promoter's

form stating, among other things, that he/she has read and understood these official rules and regulations, grants all consents required by the Sponsor, accepts the prize as offered and releases the Sponsor from any and all liability of any kind arising out of the participation in this Promotion and receipt and/or use of the prize.