

ANNOUNCING THE TAKE ME TO TALES BARTENDER CHALLENGE

Win 1 of 3 Educational Trips to **Tales of the Cocktail, July 2018!** Exclusively for Boston Bartenders
Presented by Redemption Whiskey



4 STEPS TO WIN

1. Create a signature cocktail with Redemption Rye
2. Promote it on your Instagram account with the hashtag #takemetotales2018 and the tag @RedemptionWhiskey
3. Judges will visit your account between November 1, 2017 – April 31, 2018 to taste and evaluate it
4. Attend our Redemption Cocktail event in June 2018 with your colleagues and friends

THE BASICS

- Cocktails may include Redemption Rye, Bourbon and High Rye Bourbon
- All ingredients must be available to purchase commercially
- No more than 6 ingredients
- See “Recipe Requirements” on back for full details

THE PRIZES

- THREE 1st place winners** receive one trip to Tales; includes airfare, all access educational pass, access to educational Redemption Seminar, and 3 night stay
- 2nd place winner(s)** receive a \$300.00 Gift Certificate to Boston Shaker
- 3rd place winner(s)** receive a Redemption backpack with product and select bar tools

ENTRY INSTRUCTIONS

Participating bartenders to post the following information on their own or their bar's Instagram to enter:

- Name and photo or video of signature cocktail
- Check into account, or tag account name
- Hashtag: #takemetotales2018
- Tag us @RedemptionWhiskey
- Ensure profile is not set to private
- If you do not have an Instagram account, you can direct message photo and caption to @RedemptionWhiskey on Instagram and we will post it on Redemption's Instagram page
- Post by Wednesday, November 1, 2017 by 11:59 PM ET
- All images can be used by Deutsch Family Wine & Spirits, the sponsor of the challenge

SEMI FINALIST SELECTION

Select judges will evaluate all entries and select the TOP 9 entrants based on the following criteria:

- Cocktail Name: 10 points
- Service flair and presentation: 10 points
- Overall visual appeal: 20 points
- Aroma, taste, and balance of flavors: 30 points
- Innovation: 10 points
- Would you enjoy more than one? 20 points
- Total of 100 Points**

FINALIST SELECTION BY JONATHAN POGASH

The finalist challenge will take place in June 2018 at the Martignetti company offices. Each Semi Finalist will create the drink in his/her Entry. Jonathan Pogash, the “Cocktail Guru”, will pick one winner.

**JOIN US IN JUNE TO TRY THE COCKTAILS AND CELEBRATE THE WINNERS
AT THE NEW MARTIGNETTI EVENT SPACE IN TAUNTON, MA.**

#TAKEMETOTALES2018

RULES & REGULATIONS

REDEMPTION WHISKEY TAKE ME TO TALES BARTENDER CHALLENGE PROGRAM REQUIREMENTS

Entry Instructions and Requirements

- To enter, post a photo on your Instagram account of an original cocktail recipe that meets the requirements described below (your "Entry"). Entries must be received by 11:59 PM ET on November 1, 2017. There is a limit of one (1) Entry per person.
- Your Instagram post should include the following information:
 - Name and photo or video of signature cocktail
 - Use hashtag #takemetotales2018
 - Tag @RedemptionWhiskey
 - Ensure profile is not set to private
- If you do not have an Instagram account, you can post the photo on your Twitter and caption to @RedemptionWhiskey and we will post it on Redemption's Instagram page

Sponsor: Deutsch Family Wine and Spirits ("DFWS")

Recipe Requirements

- All cocktails should be inspired by Redemption Rye.
- Redemption Rye should be the dominant spirit ingredient and the recipe cannot contain more than six (6) ingredients (including dashes, drops, and anything that alters the flavor of the cocktail).
- The cocktail cannot contain more than three (3) alcohol-based beverage ingredients.
- The total alcohol content of the recipe must not exceed 2.0 oz.
- The cocktail must be no more than 10 oz. and no less than 2.0 oz.
- The ingredients must be expressed in fluid ounces (.5 oz., 1 oz., 2 oz., etc.), with dashes and drops being the smallest quantities.
- Preparation and mixing instructions must be included with your recipe.
- You should specify the glassware to be used for serving. For example, highball, old fashioned, Collins, martini cocktail glass, etc.
- The method of preparation may not involve fire or flames.
- You must specify a name for your recipe. The name may not include any copyrighted or trademarked material or any retailer's name, except that you may use the Redemption brand in the name.
- Cocktails should not contain another whiskey brand
- Cocktails with specially made ingredients will not be eligible unless these are easily made and a full recipe is included. For example: Cardamom syrup or simple infusions and no more than 2 flavors per syrup or infusion. No home-made bitters, shrubs, blends or infusions will be allowed.

By entering, you agree to the attached Terms and Conditions of Entry, posted at <http://www.redemptionwhiskey.com/contest-rules/>

Semi Finalist Selection

Select judges will evaluate all entries and select the TOP nine (9) entrants they deem submitted the most promising cocktail. The "Semi Finalists" will be selected based on the following judging criteria:

Cocktail Name: 10 points

Service flair and presentation: 10 points

Overall visual appeal: 20 points

Aroma, taste, and balance of flavors: 30 points

Innovation: 10 points

Would you enjoy more than one? 20 points

Total of 100 Points

Finalist Selection by Jonathan Pogash, President/Owner of The Cocktail Guru, Inc.

The finalist challenge will take place in June 2018 at the Martignetti company offices in Taunton, Massachusetts. Each Semi Finalist will be asked to create the drink in his/her Entry. Semi Finalists can use their own equipment or use the equipment provided by Martignetti. Jonathan Pogash and redemption ambassadors will pick one (1) winner based on the same judging criteria as above.

Grand Prizes

Two (2) 1st place winners receive a trip to Tales of the Cocktail in New Orleans. The trip includes: (a) round-trip coach class airfare for one (1) person from an airport close to the winner's home to the destination city; and (b) hotel accommodations for one (1) person for at least three (3) nights; and (c) one (1) all access educational pass including a seminar hosted by Redemption Whiskey. Please see the Trip Details Section below for additional details. The approximate retail value of the trip is \$5,000. The actual value of the trip will vary depending on various factors, including the date of booking, the point of departure, the destination city, and the dates of travel.

Two (2) second (2) place winner(s) receive a \$300.00 Gift Certificate to Boston Shaker

Two (2) third (3) place winner(s) receive a Redemption backpack with product and select bar tools

Trip Details

Each winner is responsible for paying any income taxes and any and all other costs and expenses not listed above. He/she will be required to provide a Social Security Number for tax reporting purposes. Any details that are not specified above will be determined by DFWS, in its sole discretion. A prize may not be transferred and must be accepted as awarded. A winner may not request cash or a substitute prize; however, DFWS reserves the right to substitute a prize (or component thereof) with another prize (or component thereof) of equal or greater value if the prize is not available for any reason, as determined by DFWS, in its sole discretion. Winners must travel on the dates specified by DFWS. Once travel documents are issued, travel arrangements cannot be changed. Prizes do not include alcoholic beverages.