

UNO TEQUILA CHALLENGE

OFFICIAL RULES & STRUCTURE

1. Overview

The UNO TEQUILA CHALLENGE 2025–2026 (the “Competition”) is an international competition organized by UNO TEQUILA – CASA HERGUETA, designed to celebrate creativity, storytelling, product knowledge, and the power of performance through two complementary categories:

- **Restaurants**
- **Bartenders**

The competition will run from **November 15th, 2025 to July 22nd, 2026**, with registration open **November 1st**.

2. SEGMENT 1: RESTAURANT CHALLENGE

2.1 Eligibility & Registration Requirements

To be eligible, participating restaurants must:

- Feature **UNO TEQUILA** on both their **spirits and cocktail menus** (minimum one signature cocktail using UNO TEQUILA).
- Register via the official Uno Tequila Challenge website.
- Be located in an approved participating territory.

2.2 Monthly Requirements

From **December, 1st 2025 to April, 30th 2026**, all restaurants must:

- Submit photos monthly showing:
 - UNO TEQUILA displays, bottle presence, and menu highlights.
 - Any unique or creative activations in the venue.
- Tag **@unotequilaofficial** in at least **two social media posts** each month showcasing product integration or activations.
- Submit monthly sales reports for bottles of UNO TEQUILA sold.

2.3 Judging Criteria (Final Evaluation – May 2026)

- Visual & experiential impact of UNO TEQUILA in venue.
- Total product sold.

- Creativity and reach of online promotion.

To ensure fairness across venues of different sizes, the jury will apply a prorated formula considering the venue's surface area and maximum seating capacity.

2.4 Prize – Restaurant Winner

- **€15,000 worth of UNO TEQUILA bottles** awarded to the best-performing restaurant.
-

3. SEGMENT 2: BARTENDER CHALLENGE

3.1 Eligibility & Registration Requirements

Open to all bartenders of legal age according to your country of residence. Working for establishments such as:

- Hotels
- Bars
- Restaurants
- Private or freelance mixologists

Each participant must:

- Submit their **full name, role, and place of work**.
- Confirm UNO TEQUILA is featured on the venue's cocktail and spirits menu (image required).
- Submit a **Signature Cocktail Recipe** featuring UNO TEQUILA, under the 2025–2026 theme:

Fusion between Mexico & Italy

Your cocktail should reflect a blend of Mexican soul and Italian style, honoring the heritage of UNO TEQUILA.

STEP 1 – SIGNATURE COCKTAIL LAUNCH

- Participants must:
 - Serve their signature cocktail at their venue.
 - Promote it on social media tagging **@unotequilaofficial** at least **two posts** plus **one video / reel** each month
 - Send us pictures of your cocktail — they may be reposted on the **@unotequilaofficial** Instagram page. Promote your post to gather as many likes as possible! Each guest who tries your cocktail at your venue can show their support

and appreciation by liking your post — so don't hesitate to encourage them to give it a thumbs-up!

STEP 2 – SELECTION PHASE

By March 31th, 2026

The **Top 20** bartenders will be selected based on:

- **Showmanship and originality**, including presentation style and storytelling.
 - **Online visibility and promotional creativity**.
 - The cocktail post on the @unotequilaofficial Instagram page that receives the most lik
-

STEP 3 – INTERNATIONAL ACTIVATION

By May 31st, 2026

Among the Top 20, **5 standout international finalists** will be selected based on:

- Continued creativity and engagement around their cocktail.
- Hosting local pop-ups, events, collaborations, or online campaigns.

These 5 bartenders will be **invited to St Barth**, joining 1 local St Barth finalist, for the UNO TEQUILA Grand Finals.

UNO TEQUILA covers:

- Flights
 - Accommodation
 - Transfers
 - Meals
 - Activities & Experiences
-

4. THE GRAND FINALS – ST BARTH

July 19–22, 2026

Finalists will receive detailed information and planning guidance in June 2026.

5. PRIZES – GRAND FINALS

1st Place – GRAND PRIZE

- **€20,000 Cash prize**
- Solo trip to Mexico:
 - Exclusive visit to **Casa Hergueta**
 - Three days luxury stay in Playa del Carmen

2nd Place

- **€10,000 Cash**
- Solo trip to Mexico

3rd Place

- **€5,000 Cash**
 - Solo trip to Mexico
-

6. LEGAL AND GENERAL CONDITIONS

6.1 Participation Requirements In order to enter the UNO TEQUILA CHALLENGE 2025–2026 ("the Competition"), each participant must fully accept the present General Terms & Conditions as well as the waiver and intellectual property rights assignment clause. Failure to accept these terms will result in disqualification.

To register, participants must submit the following:

- Name of the cocktail recipe
- Ingredients and measurements (in cl or ml)
- Garnish and decoration
- Short inspiration story behind the recipe

In addition, personal details required include:

- First and last name
- Email address
- Mobile phone number
- Date of birth
- Name of the establishment where the bartender currently works
- Full address of the establishment
- City and country
- Position held

6.2 Intellectual Property & Image Rights By entering the competition, participants agree to transfer to UNO TEQUILA and its organizing entity (Casa Hergueta and affiliated partners) all intellectual property rights related to their submitted cocktail creation, including but not limited to:

- Recipe name
- Cocktail formula and preparation method
- Visuals (photographs/videos) of the cocktail
- Related narratives or inspirations

The rights assigned include but are not limited to:

- Reproduction rights, including recording and duplication by any means and on any existing or future format
- Public representation rights by any communication method, platform, or venue
- Adaptation and modification rights, including translation, editing, or reformatting
- Marketing and commercial use rights, including integration into promotional materials, packaging, digital campaigns, and merchandising

This assignment is global and granted for the entire duration of applicable intellectual property rights. No compensation will be owed to the participant. Participants will be credited where reasonably possible.

Each participant also authorizes UNO TEQUILA and its affiliates to:

- Film, record, or photograph their performance and likeness during the Competition
- Use their voice, image, name, and biography for any promotional, editorial, or commercial purpose
- Modify or adapt these recordings for promotional use across all media formats, globally, for a period of 10 years

This authorization is granted free of charge.

6.3 Compliance & Conduct All participants must:

- Comply with local and international laws, regulations, and health and safety rules
- Adhere to responsible alcohol consumption messaging
- Avoid offensive, illegal, or inappropriate themes in their cocktail names, presentations, or storytelling

6.4 Cocktail Composition Guidelines

- The dominant spirit must be UNO TEQUILA (any expression from its official range)
- No other tequila brand is allowed in the recipe
- The cocktail may not exceed 3 units of alcohol
- Only globally available ingredients should be used

6.5 Homemade Ingredients

- Homemade syrups: allowed, with no more than 2 flavoring ingredients
- Homemade aromatics: allowed, max 2 flavoring elements (vinegar counts as one)
- Homemade bitters or tinctures: prohibited
- Fermented homemade products (e.g. kombucha, kefir): prohibited
- Infused or blended spirits: prohibited
- Tobacco, drugs, or psychotropic ingredients: strictly forbidden

6.6 Naming the Cocktail Each entry must have an original name that:

- Does not infringe on existing trademarks or copyrights
- Does not reference minors, intoxication, violence, sex, illegal acts, or irresponsible behaviors
- Complies with the brand values of UNO TEQUILA

6.7 Presentation & Performance

- Cocktails must be presented in two identical servings
- The total number of ingredients (including garnish or rinses) must not exceed six (6)
- Finalists must bring their own tools, glassware, and ingredients (except UNO TEQUILA and standard mixers)

6.8 Promotional Engagement Participants advancing to the final stages will be expected to submit a simple marketing plan (.pdf or PowerPoint) outlining:

- Promotional actions taken
- Photos, videos, or social media posts
- Cocktail reach and visibility

They must also:

- Remain actively involved in promotional campaigns from November 2025 to May 2026
- Represent the brand in a positive, respectful, and professional manner

6.9 Participation Commitment By registering, participants commit to being available for the full scope of competition dates, including:

- First phase (Nov 2025–March 2026)
- Second phase (April–May 2026)
- Grand Finals in St Barth (July 19–22, 2026)

6.10 Finality of Jury Decisions All jury decisions are final and binding. No appeals will be considered.

6.11 Data Protection Personal data collected from participants will be processed for the purpose of administering the Competition. In compliance with applicable data protection laws, participants have the right to access, modify, or request deletion of their personal data by contacting the organizing team.

6.12 Use of Submissions UNO TEQUILA reserves the right to:

- Use all submitted materials (recipes, visuals, storytelling) in branded content
- Modify cocktail names for legal or editorial purposes, at its sole discretion
- Include contributions in global marketing campaigns without prior approval or remuneration

Participation in the Competition implies full and unconditional acceptance of these terms and the official Competition Rules.

I hereby declare that I have read, understood, and fully accept the official rules and General Terms & Conditions of the UNO TEQUILA CHALLENGE 2025–2026, including the waiver of rights and assignment of intellectual property.

Signed in: _____ (City, Country)

Date: _____

Signature: _____ (Participant's full name and signature)