

DRAMBUIE & YOU



Calling all bartenders – create your most crowd-pleasing cocktail, or twist on a classic, using versatile Drambuie and post the result on Instagram. The five best cocktails will win one of five expenses paid trips to the Isle of Skye, Scotland – the home of Drambuie – to retrace our 250 years of heritage.

HOW TO ENTER

Create your unique cocktail, or twist on a classic (it must be 1 part Drambuie).

Take a photo or short video and post on your Instagram account with your cocktail's name, what inspired you and recipe details with [#Drambuieand](#) [#Drambuie](#)

Feel free to share with your fellow barkeepers!

Instagram accounts must not be set to private.
One entry per person.

 [@Drambuie](#)

– See below for full Terms & Conditions –



TERMS AND CONDITIONS FOR THE DRAMBUIE & YOU BARTENDER COMPETITION

These are the rules for the Drambuie & You Bartender competition for the chance to win a trip to the home of Drambuie on the Isle of Skye, Scotland.

Entry instructions are deemed to form part of these terms and conditions.

By participating in the Promotion all entrants will be deemed to have accepted and be bound by these terms and conditions.

WHAT IS THE PROMOTION?

- The promotion is a global competition (with the exception of the USA where this promotion is not open to residents) to win the Prize described below (the Promotion).
- Entrants must ensure that their participation (including the acceptance of any prize awarded) is lawful in accordance with the laws of the country of which they are a citizen and/or resides. This promotion is void where void under local national laws. The Promoter shall not be taken to make any representations, express or implied, as to the lawfulness of any individual's participation, or as to any other aspect of any Promotion.

WHAT IS THE PRIZE?

- The Prize is for a bartender to receive a trip to the Isle of Skye, Scotland (the Prize). There are five Prizes in total for the entire Promotion.

WHO CAN ENTER?

- The Promotion is open to anyone who: (a) resides outside the USA; (b) is over the age of 25 years old; (c) is working as a bartender in the On-Trade.
- Proof of residence and age will be requested. The Promoter reserves the right to verify any other details of any bartender (entrant) or the winner. Any information requested must be provided within 14 days of the request.
- Employees of William Grant & Sons Brands Limited (the Promoter) or any company within the same group of companies as the Promoter, and their immediate families, their agents or anyone professionally associated with the Promotion (Associates) are not allowed to enter the Promotion.
- To claim the Prize, the winning bartenders must have a valid passport (valid for at least 6 months on date of travel), VISA, travel insurance and any other necessary travel documentation required to travel to the destination. The Promoter may require evidence of these documents.

HOW TO ENTER THE PROMOTION?

- To enter, bartenders need to:
 - create a unique cocktail or a twist on a classic inspired by the versatile liquid of Drambuie;
 - capture an image, GIF or short video (no more than 30 seconds) that encompasses the cocktail entry;
 - post the asset onto their Instagram account (one can be created for free) with accompanying copy that describes the inspiration and details the recipe;
 - for an entry to be valid all participating entrants must accompany their post with #Drambuieandyou #Drambuie;
 - ensure their Instagram account used to post its entry is not be set to private; and
- The cocktail created by the entrant must contain a minimum of 25ml of a Drambuie and the total combined alcoholic ingredients must be equivalent to no more than 75ml at 40% alc./vol (i.e. no more than 3 units of alcohol per serve).
- Entrants warrant that any serves or innovations which they make during the Promotion are their own creation and are not copied from any other source and contain no copyright or intellectual property from any third party.
- The Promoter reserves the right to contact an entrant for any clarification or verification required.
- Entries must be submitted while the Promotion is open (see below).
- Only one entry to this Promotion per person is allowed (this means entrants can only enter once).
- Multiple entries will be treated as one single entry, and persistent abuse of this clause will result in immediate disqualification.
- Any third-party entries or entries submitted by agents will not be accepted.
- Entry is free of charge and no purchase is necessary to enter the Promotion or to claim the Prize.
- Any entries which are deemed offensive, abusive, illegal or derogatory, or which contain profanity or illegal activities, shall be disqualified.
- Any entries which would breach the Promoter's obligations regarding the responsible marketing of alcoholic products (e.g. entries that suggest or encourage irresponsible drinking/behaviour or that feature anyone who is under the age of 25) will be disqualified. The Promoter's decision on this shall be final.
- Entries must not contain or refer to any third-party brand or competitor of the Promoter and must not contain or reference any third-party names, logos and/or trademarks.
- By submitting information and creating an Instagram account, entrants agree to the Instagram terms of use and privacy notice. If you do not agree to such terms of use and privacy notice, you cannot create an Instagram account, or participate in this Competition.

WHAT'S INCLUDED AND WHAT'S NOT INCLUDED IN THE PRIZE?

- The Prize includes:
 - Economy class return flights for the winning bartender to fly to Inverness, Scotland via London from the nearest major mainland airport in the bartender's country of residence.
 - Return travel to the Isle of Skye from Inverness.
 - 3 nights' accommodation (one night in Inverness, one night on the Isle of Skye and one night in London) for the winning bartenders including breakfast each day.
 - Activities in Inverness and on the Isle of Skye
- The Promoter reserves the right to change the dates or venue of any part of the Prize if required. The Promoter will make all reasonable efforts to keep entrants informed if this happens.
- The trip will take place during March or April 2018 with the specific dates being chosen by the Promoter and notified to the winners as early as possible following the date the winners are chosen. If a winning bartender is unable to attend on those dates, the Promoter accepts no liability and another winner will be chosen.
- The Promoter will organise the flights and accommodation (which are subject to availability) for the winning bartenders and:
 - will be made by or through the Promoter's chosen travel agent;
 - will be on a carrier of the Promoter's choice; and
 - must be booked at least thirty (30) days prior to the desired date of travel.
- Once flights and accommodation are confirmed on behalf of the winners, no changes will be possible.
- The winning bartenders must abide by and are subject to the airline's published Conditions of Carriage.
- The Promoter cannot be held responsible for any circumstances that may cause a winning bartender to be unable to travel on the date of their booking or to otherwise claim the Prize.
- All elements of the Prize package must be taken as part of the same trip.
 - If a flight or hotel booking is cancelled by the winner, no alternatives will be issued and for the avoidance of doubt, no compensation and/or refund will be provided.
- The winning bartenders will be responsible for all trip expenses not specified in these rules as being included, such as taxes (other than those related to the air transportation), additional ground transportation (such as taxis and buses), excess baggage, car parking charges, additional excursions and attractions, spending money, additional hotel expenses, travel insurance or gratuities.
- The winning bartenders must inform the Promoter of any wheelchair or any similar access needs.
- The winning bartenders will be responsible for travel from their homes to the airport they are departing from and travel to their homes from the airport they return to.

WHAT IS THE CLOSING DATE?

- The Promotion will open on 1 September 2017.
- The closing date for entries to be uploaded to an Instagram account is midnight on 19 November 2017 GMT (UK time).
- The Promoter's decision about whether an entry has been posted in time will be final.

HOW WILL THE WINNER BE CHOSEN?

- All validly submitted entries posted before the closing date will be judged by Drambuie's Global Brand Ambassador, Freddy May, or such other judge as may be appointed by the Promoter whose decision will be final in all respects.
- The first round of judging will be based on the entrant's Registration Form and scored against the following criteria:
 - the originality and creativity of the cocktail created by the entrant; and
 - the creativity of the Instagram post.
- Judging will take place by or on 25 November 2017.
- The winners will be chosen by or on 25 November 2017 and notified by or on 8 December 2017.

HOW WILL THE WINNER BE NOTIFIED?

- The Promoter will use reasonable efforts to notify the winner by direct message via Instagram before midnight on 8 December 2017 (UK time).
- The winner must respond to this email within 14 days or they will automatically be disqualified and another winner will be chosen.
- The Promoter reserves the right to repeat this process as often as is necessary.
- Provided the winner consents, the winner will be announced by the Promoter on Drambuie's social media pages.

HOW TO OBTAIN THE WINNER'S DETAILS

- The full name and country of residence of the winner may be obtained after the date of judging by sending a stamped self-addressed envelope detailing your request and the name of the Promotion: Drambuie & You Bartender Competition to the Promoter at: William Grant & Sons Brands Limited, Independence House, 84 Mortlake Road, Richmond, TW9 2HS within 3 months of the date of judging.

POST PROMOTION PUBLICITY

- The winning bartenders will be required to participate in reasonable publicity connected with the Promotion.
- By participating in the Promotion, the winning bartenders agree that the Promoter will have the right, without additional payment or permission, to use their names and countries of residence for the purposes of announcing the winners and for related promotional purposes. Any copyright in photographs, images or film that contain entrants in connection with the Promotion belong to the Promoter and can be used in any media across the world, at any time, without restriction.
- By participating in the Promotion, the entrants assign the Promoter the right of ownership of their entry (including any serves or innovations created for the Promotion, including name, image, description, ingredients and method) to be used for any purpose in any media, without compensation, restriction on use, attribution or liability. To the extent that these terms are not effective to assign legal title as anticipated above then the entrant shall execute any assignment documents reasonably requested by the Promoter. Until such time as those rights are assigned to the Promoter, the Promoter shall have an exclusive right to use the rights in the entry for any purpose in any media, without compensation, restriction on use, attribution or liability. Entrants agree not to assert any moral rights in relation to such use.

SUBSTITUTION OF PRIZE

- Substitution or transfer of the Prize by the winning bartender is not permitted.
- The Promoter has the right to substitute a Prize of similar or greater value, at its sole discretion in exceptional circumstances.
- There is no cash alternative for the Prize in whole or in part.

YOUR PRIVACY

- The Promoter will only use personal data submitted by entrants in accordance with its Privacy Policy, which is available by clicking here: <http://www.drambuie.com/uk/privacy>.

LIABILITY

- This Promotion is in no way sponsored, endorsed or administered by, or associated with Instagram. You understand that you are providing your information to the Promoter and not to Instagram, and that Instagram has no liability for any element of this Promotion.

BRAND PROTECTION

- The winning bartenders must not do anything which could, in the reasonable opinion of the Promoter, bring the Promoter, Drambuie or any of the Associates into disrepute before, during or after this Promotion.
- All entries become the property of the Promoter, and none shall be returned.

PROMOTER

- The Promoter is William Grant & Sons Brands Limited.
- The Promoter's decision on all aspects of this Promotion is final and binding.
- The Promoter has the right to refuse to award a Prize to anyone whom it reasonably believes has broken any of these rules.
- The Promoter takes no responsibility for any entry or claim that is lost, delayed, misdirected, corrupted or incomplete or which cannot be delivered for any technical, delivery or other reason.
- In the event of circumstances outside the reasonable control of the Promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this Promotion or the awarding of the Prize and only where circumstances make this unavoidable, the Promoter reserves the right to cancel, suspend or amend the Promotion or these terms and conditions at any stage, but will always endeavour to minimise the effect to entrants in order to avoid undue disappointment.
- The Promoter reserves the right to refuse to award the Prize, withdraw Prize entitlement, refuse further participation in the Promotion or disqualify an entrant if there are reasonable grounds to believe there has been a breach of these terms and conditions (or the spirit thereof) or where an entrant has gained unfair advantage in participating in the Promotion or won using fraudulent means. The Promoter will be the final arbiter in all decisions and no correspondence will be entered into in relation this clause.
- By participating in this Promotion, the entrants agree that, to the extent permitted by law, the Promoter is not liable for any injury, loss or damage to persons or property which may be caused, directly or indirectly, from any entrant's participation in the Promotion or from the winning bartenders participating in the Prize (except for any negligence or liability by law).
- These terms and conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Please retain a copy for your information.
- The Promoter encourages responsible drinking and encourages consumers to read <http://www.drinkaware.co.uk/> for more information.
- Any dispute arising in connection with this Promotion shall be governed by the laws of England and Wales and the English Courts shall have exclusive jurisdiction.