

COMPLETE RULES FOR THE TIA MARIA CASTING 2025

ORGANISER

The organiser, **Illva Saronno S.p.A.** with registered office in Via Archimede 243 - 21047 Saronno (VA) - VAT n° 01543660128, tax code 01075640688 (hereinafter the "Organiser"), intends to organise a casting called TIA MARIA CASTING 2025 (hereinafter the "Casting").

PURPOSE OF CASTING

The Organiser is conducting this Casting to select one individual (hereinafter 'Selected Candidate') from a pool of candidates (hereinafter referred to as 'Candidates') to perform as a bartender behind the bar at North America's 50 Best Bars (hereinafter referred to as the 'Event'). The Selected Candidate will showcase his or her talent in cocktail preparation and presentation.

The selection will be made at the sole discretion of a Technical Jury composed of ILLVA Brand Ambassadors (hereinafter referred to as the 'Jury').

CANDIDATES - PREREQUISITES FOR PARTICIPATION

To be admitted to the Casting, Candidates must meet all the following requirements:

1. They must be of legal age.
2. They must be available to participate in scheduled international events if selected.
3. They must not be employees of the Organiser.
4. They must be Professional Bartenders.
5. Their name or bar must not be ranked among the top fifty in the 2024 lists of North America's, Asia's, or the World's 50 Best Bars.
6. They must keep their Instagram profile public for the duration of the selection.

ADVERTISING

Details about the Casting, including its process, participation requirements, and regulations, will be announced on the Organiser's website and through posts on the Organiser's social media pages and profiles.

DURATION:

Candidate applications will be accepted from **March 13, 2025 to March 28, 2025**. The selection will take place as per the table below:

| SELECTION | CANDIDATES APPLICATIONS | EVENT PARTICIPATION | N. OF CANDIDATES SELECTED |
|-------------------------------------|--|--|---------------------------|
| Selection by April 4th, 2025 | Applications will be accepted from March 13, 2025 to March 28, 2025 | Participation in North America's 50 Best Bars – from 28 to 30 April 2025 in Vancouver | 1 |

HOW TO APPLY

Starting from March 13, 2025, the Organiser will share additional content about the Casting on Tia Maria's Facebook and Instagram pages.

To apply, eligible candidates must post a photo of their cocktail on their personal Instagram profile, include the full, detailed recipe in the caption, tag @tiamariadrink, and follow the account within the specified timeframe.

The published image must have the following characteristics:

- a) The uploaded photo must show a cocktail, made by the bartender sharing the image, containing Tia Maria as one of the **main ingredient**.
- b) The photo uploaded must be original and must be the result of the creativity of the bartender who will have to display his or her artistic expression and talent through his or her cocktail idea.
- c) The photo must necessarily show the cocktail in the foreground and the bottle of one of the product mentioned in point (a) as the only bottle visible in the image (failure to comply with this condition will lead to exclusion from the casting). Additionally, the bartender who made the cocktail may also be included in the photo.
- d) In the text of the comment to the post, the user must include the full cocktail recipe (including quantities) and the tag of the Instagram profile @tiamariadrink.
- e) The user should follow the @tiamariadrink Instagram profile for the entire duration of the selection.
- f) The user must keep his or her Instagram profile public and accessible for the duration of the casting to ensure that mention of the @tiamariadrink Instagram profile remains visible to the Organiser.

Candidate applications may only be submitted between March 13, 2025, and March 28, 2025.

Participation is free of charge, except for any standard internet connection fees, which will be charged by the participant's service provider without any surcharge.

The Organiser will assess all applications at its sole discretion, evaluating their suitability and alignment with the spirit of the Casting. Applications that do not comply with the Casting requirements, are ambiguous or unclear, cannot be properly assessed, or lack the necessary content (including incomplete or damaged submissions) will be rejected.

Please note that:

- Only applications that meet all the above-mentioned requirements will be considered.
- Photos must adhere to the technical specifications of the social network used.
- The Organiser reserves the right to exclude photos that:
 - Infringe on third-party copyrights.
 - Do not align with the proposed theme.

- Contain content that is defamatory, offensive, pornographic, sexual in nature, discriminatory (including but not limited to discrimination based on race, gender, sexual orientation, religion, and/or political beliefs), or that promote violence or harm against any living being.
- Are otherwise offensive, obscene, or inappropriate.
- Contain threats or content intended to intimidate, harass, or violate an individual's privacy.
- Violate applicable laws or encourage unlawful behavior.
- Candidate applications must be original; photomontages or manipulated images will not be accepted.
- Photos must not feature recognizable minors.
- By submitting a photo, Candidates relinquish all rights to it, which will be transferred to the Organiser. No financial claims can be made regarding the photo's potential future use. All submitted content must be copyright-free and will not be returned.
- By submitting a photo, Candidates declare that:
 - They are the exclusive and legitimate owner of all copyright and usage rights, including economic rights, over the photo.
 - They assume full responsibility for the content of the photo and agree to indemnify and hold harmless Illva Saronno S.p.A. and all companies involved in this initiative from any third-party claims or legal actions.
 - They will indemnify Illva Saronno S.p.A. against any legal consequences, including legal expenses, resulting from a violation of these terms.
 - They have ensured that the photo does not infringe on any third-party rights or give rise to legal disputes. Any non-compliance may result in exclusion from the initiative and, where applicable, a request for damages.
- By submitting the photo, Candidates acknowledge and accept that:
 - The submitted images and text will be used and published as part of the Casting and will be publicly accessible. The Organiser will not be responsible for any claims regarding misuse, including but not restricted to the copying of the recipe by other users.
 - The Organiser reserves the right to request additional details, select only the earliest submission, or reject applications if multiple submissions raise concerns about potential copying from other users.
 - Instagram is indemnified from any liability.
- By submitting the photo, the Candidate authorizes the Organiser to publish it on its website and make it publicly available even after the Casting ends.
- A single account may be associated with only one user, who may still participate by submitting multiple different applications from the same account.
- The selection can only be confirmed after the necessary checks on the submitted documentation. The selected user may accept only their first selection in chronological order, while any subsequent selections will be automatically canceled.

Important: If the application does not comply with the rules of this casting, the candidate may participate in subsequent applications with a different drink from the one previously submitted, provided that it is sent using the same account.

CHOICE OF CANDIDATES

All applications that meet the above-mentioned requirements will be evaluated by the Jury, which will choose the Selected Candidate in accordance with the dates indicated in the table and further detailed below.

It is specified that, in the event of selection and participation in the event, the Selected Candidate will be required to perform an unpaid service during the event they attend, in order to replicate the cocktails identified by the Organizer.

Failure to comply will result in the reimbursement of travel and accommodation costs and exclusion from future selections.

The aforementioned service includes:

- The preparation of cocktails as requested by the Organizer;
- The service of the beverages according to the methods agreed upon at the time of acceptance of participation in this activity.

Candidates will be evaluated by a Jury composed of ILLVA Brand Ambassadors.

By April 04th, 2025, among all eligible applications received between March 13, 2025 and March 28, 2025, one (1) bartender will be selected to participate in the North America's 50 Best Bars event, taking place from April 28 to April 30, 2025, in Vancouver, Canada. Additionally, five (5) backup candidates will be identified to complete the casting in case of unavailability or disqualification of the winner.

The Organizer reserves the right to select a lower number of candidates or none at all if the applications received do not align with the proposed theme.

SELECTION CRITERIA

The Jury will evaluate all eligible applications, assigning a score from 1 to 10 based on the following criteria:

- Originality in cocktail creation
- Creativity and talent of the bartender
- Maintaining the identity of Tia Maria within the cocktail, ensuring that one of these is the **main ingredient**
- The bartender's ability to replicate drinks proposed by the Organizer

The selection will take place exclusively online. The Jury will make its decisions at its sole and unquestionable discretion, based on the above criteria. It will review all applications and provide an assessment for each. However, if none or fewer than six (1 Selected Candidate + 5 reserves) are deemed worthy of selection, the Jury reserves the right to either cancel the casting or select a lower number of reserve candidates.

COMMUNICATION AND ACCEPTANCE

The Selected Candidate will be contacted via private message through the **Tia Maria** social media profile within **four (4) days** of the selection date. The Selected Candidate must respond within **two (2) days** of being contacted, providing his or her email address to receive the formal communication and confirming his or her availability to accept the selection, as described further below.

If no response is received within the specified timeframe, the first available reserve candidate will be contacted following the same procedure.

Requirements for Confirmation of Participation

To be eligible for participation, the Selected Candidate must formally accept his or her selection by replying via email within **two (2) days** of receiving the official notification. The response must be sent to the address provided in the notification and must include:

- A front and back copy of their valid **passport and/or visa**
- Full name, phone number, and residential/domicile address with the Casting name clearly stated in the email subject line.

Important: The submission of the above-mentioned documents is a mandatory condition for validation of the selection. If the required documents are not received, participation cannot be confirmed. Additionally, the Organiser reserves the right to conduct necessary checks to verify the eligibility of the participant and the accuracy of the provided information.

The participant is solely responsible for managing their Facebook/Instagram account and email inbox, particularly regarding:

- Keeping their Instagram profile public and accessible for the duration of the casting to ensure that the tag remains visible to the Organiser
- Checking social media messages regarding the selection notification and the official email communication.
- Implementing security measures to prevent unauthorized access to their accounts.

The Organiser and any third parties appointed by it assume no responsibility in the event of any of the following:

- Messages (via social media or email) are sent to the spam/junk folder.
- The participant's Facebook/Instagram account is closed or otherwise unreachable.
- The participant's email inbox is full, disabled, or blacklisted.
- The email address provided by the selected participant during the selection validation process is nonexistent, incorrect, or incomplete.
- There is no response from the host server after the selection notification email is sent.
- Personal data provided is incorrect and/or untrue.

PARTICIPATION IN THE EVENT

The Selected Candidate who has completed the acceptance procedure will participate in the North America's 50 Best Bars event, from April 28 to April 30, 2025, in Vancouver, Canada. The Selected Candidate will be responsible for covering meals and any ancillary costs necessary for participation in the events (e.g. visa applications for Canada (ETA Canada Visa Application), passport, expenses to reach the departure airport from their residence/vice versa, etc.), while the Organiser will cover the flight and two nights of hotel accommodation at the event location.

Please note that:

The Selected Candidate will be required to perform without pay during the evening, preparing cocktails as requested by the Organiser and serving them in the agreed manner, as determined during the acceptance phase of participation.

Failure to comply with these requirements will result in the Organiser demanding reimbursement of travel and accommodation expenses from the Selected Bartender, as well as exclusion from future selections.

If participation in the event becomes impossible due to circumstances beyond the Organiser's control, no alternative compensation will be provided.

MISCELLANEOUS

The Organiser reserves the right to verify the participation requirements. Should the Organiser find that these requirements have not been met, it will exclude the Candidate (either at the application and selection stage or after the selection has been made) from the operation.

The Organiser reserves the right to modify, in full or in part, and at any time, the terms and conditions for participation in the operation, providing adequate notice, while ensuring no detrimental changes are made, and safeguarding the rights already acquired by participants.

The Organiser accepts no liability for entries, messages, or mails that are lost or damaged during online transmission, received after the deadline, or with incorrect data.

The Organiser also accepts no responsibility for any issues related to access, impediments, malfunctions, or difficulties concerning technical equipment such as computers, telephone lines, cables, electronics, software, hardware, transmission, connection, or Internet access, which may prevent a user from participating in the operation.

Candidates cannot charge a fee for the use of the content by the Organiser. By applying for this operation, the Candidate implicitly accepts these terms and conditions in their entirety, without reservation.

This Casting is in no way sponsored, endorsed, administered by, or associated with Instagram. The Candidate will provide any requested data to the Organiser and not to Instagram.

By submitting their application, Candidates declare that they are of legal age and are aware that their Instagram username, the only data they voluntarily provide, will be used solely for necessary communication in the event of success in the Casting. In this case, the Candidate will be asked for additional data (such as name, surname, postal address, and email) which will be processed in accordance with Legislative Decree

196/2003 and EU Regulation 2016/679, exclusively for the purpose of participating in the event and booking the respective services.

PROCESSING OF PERSONAL DATA

The data collected will be used by providing the interested parties with the information regarding the processing of personal data, as outlined below:

Information on the processing of personal data

Pursuant to Articles 13 and 14 of EU Regulation 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing and unrestricted circulation of personal data (hereinafter referred to as the "Privacy Regulation"), we hereby provide you with the following information regarding the processing of your personal data in connection with your access to and participation in the Casting operation on Tia Maria's Facebook and Instagram pages.

1. Data Controller

The Data Controller of your personal data is Illva Saronno S.p.A.

2. Data Protection Officer

For all questions concerning the processing of personal data and exercising your rights, you can contact the Data Protection Officer (DPO) at Illva Saronno S.p.A.

3. Purpose and legal basis of processing

The personal data you freely provide will be processed for the following purposes:

- Implementing all the activities related to participation in the Casting operation, from the dispatch of photographic/video material to the verification of the requirements necessary for participation in the casting.

4. Personal data categories

During the acceptance phase of the applications, only the following will be collected: Instagram account name, post/comment text, and any media files attached or posted by the user.

The Selected Candidate and any selected reserves will be asked to provide and have processed personal data such as: first name, last name, date and place of birth, residential/domicile address, passport number, and phone number.

5. Recipients of personal data

The personal data provided will be communicated to recipients who will process the data in their capacity as data processors (Article 28 of EU Regulation 2016/679) and/or as natural persons acting with the authorization of the respective parties and the Data Controller (Article 29 of EU Regulation 2016/679), for the purposes listed in point 3 above. Your data will not be published.

6. Transfer of data to third-party countries

Your personal data will not be transferred to third parties.

7. Period of retention of personal data

Your data will be stored in complete form for as long as is necessary to achieve the purposes set out in point 3. After the above-mentioned periods have elapsed, the data will be deleted and/or made anonymous in such a way that it is not possible, even indirectly or by linking it to other databases, to

identify the persons concerned.

8. **Methods of processing**

The data that you provide will be processed by manual, computerised, and/or telematic means to manage and guarantee your participation in the Casting.

9. **Rights of the data subject**

You have the right to ask the Data Controller responsible for processing your personal data:

- Confirmation as to whether or not your personal data is being processed and, if so, to obtain access to said data (right of access);
- The rectification of inaccurate personal data or completion of incomplete personal data (right of rectification);
- Erasure of the data if one of the reasons provided by the Privacy Regulation (right to be forgotten) exists;
- The restriction of processing when one of the cases provided by the Privacy Regulation (right of limitation) exists;
- To object at any time to processing performed in pursuit of the Data Controller's legitimate interests (right to object);
- To revoke any consent to the processing of your data, at any time, without prejudice to the lawfulness of the processing based on consent given prior to revocation.

To exercise your rights, you can contact Illva Saronno S.p.A. by sending a message to the e-mail address of the Data Protection Officer or by writing to Illva Saronno S.p.A., Via Archimede 243, 21047 Saronno VA.

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a Supervisory Authority if you consider that processing concerning yourself violates the EU Privacy Regulation.

10. **Automated decision-making processes**

Your data will not be subject to decisions based solely on automated processing, including profiling, which produce legal effects concerning or significantly affecting you.