



**SHERRY CASK EDITION  
RULES AND REGULATIONS**

---

**Jerez de la Frontera, 1<sup>st</sup> November 2023**



## 1. – WHAT IS THE TÍO PEPE CHALLENGE?

**Tío Pepe Challenge** is an international competition that challenges professional bartenders of various nationalities to demonstrate their knowledge of Sherry and its enormous potential as the star ingredient for creating cocktails.

The **Tío Pepe Challenge Sherry Cask Edition** competition, which is running for the eleventh time in 2024, is one of the foremost events where Sherry and top international bartenders come together, offering these professionals a unique opportunity to gain a deep understanding of the wines produced in the Marco de Jerez and demonstrate their talent, through classic blends using sherry and new, intriguing offerings for their customers.

We are delighted to be able to present the new edition of our Tío Pepe Challenge, that will comprise online and offline activities to celebrate Sherry with, bar mixology and creativity.

The activities are divided into 3 parts:

1. EDUCATION, as a key part of the Contest, González Byass (directly or indirectly, through its distributor/importer) will arrange educational sessions (online or in situ in each of the countries taking part in the Contest) during which the bartenders will learn more about the Wines and Spirits of Jerez direct from the experts. They will also learn about the ways Sherry can be used in mixology and the curious technique of pouring sherry from a *venencia*.
2. A NATIONAL CONTEST will be launched in each of the countries taking part. To enter, candidates will need to register online at [www.tiopepe.com/challenge](http://www.tiopepe.com/challenge) (hereinafter the Website) and submit their proposed cocktail recipe for assessment. If you are selected to be one of the finalists in your country, you will compete in the NATIONAL FINAL and if you are successful in that, you will represent your country in the INTERNATIONAL FINAL
1. THE INTERNATIONAL FINAL will take place on 8<sup>th</sup> May 2024 in Jerez de la Frontera, Spain, and will see the winners of the various National Finals compete against each other.



## 2. Who can take part?

### 2.1 EDUCATION SESSIONS

The first stage of the TIO PEPE CHALLENGE is an invitation to professional bartenders in all countries taking part to attend a series, both online and live, on the Wines and Spirits of Jerez made by González Byass and their use in cocktail-making.

For more details, see section 3.1 of this document.

### 2.2. COMPETITION

To enter the TIO PEPE CHALLENGE

a) Candidates must be employed as professional bartenders and must register their bar for the competition and submit their cocktail recipe via the Website between 6<sup>th</sup> November and the deadline for their country to register as a participant, which will be published on the Tio Pepe Challenge website.

b) To be able to take part in the International Final, National Final finalists' bars must be prepared to feature their candidate's cocktail recipe on their menu throughout the period April 2024-April 2025. The cocktail must be made with González Byass products. Proof of this must be provided by each national contestant and/or distributor by sending González Byass a photograph of the menu.

Bartenders who have previously won the national final will not be eligible to participate.

Registration for the Tio Pepe Challenge is free and taking part in this activity is subject to the contestant's acceptance of all rules, regulations and legal terms and conditions set for the competition.

## 3. COMPETITION PROCEDURES

### 3.1 EDUCATION

Education is at the very heart of the Challenge and is its main objective. That's why, in this edition, González Byass is providing participants with the possibility of taking part in online or live training sessions.

In both types of session, participants will learn about the Challenge and how it works as well as will deepen their knowledge about making cocktails with Sherry, guided by renowned experts.



## **Education & training sessions**

Each participating country will be able to arrange its own education sessions in situ, which will include sessions centred on the Sherry and masterclasses in mixology (hereinafter 'the Events').

It is not compulsory to register for the education sessions in order to enter the TIO PEPE CHALLENGE. Any candidate can register on the Competition website between the dates published on the website and submit their signature cocktail recipe. The website will also include links to specific information about Sherry, including aspects such as the use of Sherry in cocktails, the technique of pouring the wine from a Venencia and much more interesting information about the history of and winemaking processes used at González Byass.

González Byass will not be liable for costs incurred by contestants in respect of transport, participation or any other cost relating to the education sessions.

## **3.2. REGISTRATION AND SUBMISSION OF RECIPES**

### **• REGISTRATION**

Registration to enter THE TIO PEPE CHALLENGE must be done online, by completing a specific registration form that will be available on the Website from 1st December 2023 until the registration deadline set by the relevant country taking part. This deadline will be published on the Tio Pepe Challenge website.

Firstly, each entrant will be required to provide their personal details where indicated. In addition, the bar/restaurant where the contestant works must provide their formal acceptance of the contestant taking part in the challenge and grant a license to use the name of the bar/restaurant in TIO PEPE CHALLENGE communications disseminated through social networks. Applicants must ensure that both the personal information and the bar/restaurant's acceptance are provided clearly and during the registration process.

## **COCKTAIL PROPOSAL**

A form will be provided on the Website that contestants must use to submit their cocktail recipe, in line with the competition rules. The recipe must be submitted together with:



a) A photograph of the cocktail (portrait, not landscape) and a reel (optional) showing the cocktail; and b) a description of the cocktail and the story of how the contestant devised it, in the contestant's words.

### **Requirements regarding the proposed cocktail**

Cocktail recipes that registered contestants submit via the website must fulfil the following criteria:

1. They must use 50 ml of González Byass products as specified below:
  - 20 ml of Sherry or vermouth from Jerez; and
  - 30 ml of Sherry /Vermouth or Sherry cask spirits from the GB range currently available on the market
2. Maximum of 5 ingredients + Garnish or Pairing

## 3.3 NATIONAL FINAL

### **• SELECTION OF FINALISTS**

A jury of experts will select the best cocktails from all that have been submitted in each participating country and their creators will compete in person in their country's National Final. The organisers reserve the right to hold elimination rounds in some cases, prior to the National Final.

The jury will make their selections in line with the following criteria:

- The harmony of the cocktail
- Creativity and originality
- Appearance
- The story/inspiration behind the cocktail

The **announcement of the finalists** selected by the jury in each of the countries participating will be made at least 3 weeks ahead of the national final in that country.

### **•TEST AND SCORES**

The National Final will consist of the following rounds:

- **A blind tasting** of 4 Sherries: 20% of the final score (20/100 points).
- **Pouring technique using the venencia:** 20% of the final score (20/100 points).
- **Making a signature cocktail** with a González Byass Sherry as an ingredient: 60% of the final score (60/100 points).



Every contestant will have a maximum of five (5) minutes to prepare their signature cocktail, which will be scored in line with the following criteria:

- ✓ **Harmony in the cocktail** – 15 points. Overall flavour of the cocktail, balance between all the ingredients in the recipe, how the cocktail's aroma, the garnish or the pairing combine together and enhance the flavours of the cocktail.
- ✓ **Creativity & originality** – 15 points. The drink's contribution in terms of fresh ideas for cocktail making, new and unique techniques, interesting ingredients, etc.
- ✓ **The appearance of the cocktail** – 15 points. The aesthetics of the cocktail: glassware, decoration, garnish, pairing...
- ✓ **Presentation & Storytelling** - 15 points. Narrative skill (making the case for the proposition, story behind the cocktail, technique employed...), the cocktail's potential to catch the jury's and the audience's attention.

Each entrant will be assessed by the jury and the finalist achieving the highest overall score will represent their country in the International Final in Jerez de la Frontera, Spain.

#### • NATIONAL FINALS DATES & VENUES

The date for each of the national finals and the venue where it will be held will also be published on our website, [www.tiopepe.com/challenge](http://www.tiopepe.com/challenge).  
Finalists will be informed direct by the organisers as well.

Prior to each national final taking place, the selected contestants will be sent a professional *venencia* to practice the technique with. Further assistance will be provided by a video tutorial on using the *venencia*, which will be able to be viewed on the competition website.

González Byass will not cover any travel or other costs contestants incur in relation to taking part in the national final.

#### 3.4. INTERNATIONAL FINAL

The winner of each National Final will go through to the final stage of the contest, which will take place in Jerez de la Frontera (Spain) on **7<sup>th</sup> and 8<sup>th</sup> May 2024** as part of a three-day programme of events organised for the finalists.

The International Final will comprise two rounds:

##### 1 Qualifying round:



This stage of the competition will take place on the morning of **7<sup>th</sup> May 2024**. Each national finalist representing their country will compete in front of a jury of experts who will assign scores to determine which 3 contestants go through to the final round.

This first qualifying round will consist of:

- **Blind tasting** of 4 Sherries (20% of total score)
- **Pouring using the *venencia*** (20% of total score:10% technique + 10% volume of wine in the glass)
- **Making a signature cocktail** with González Byass Sherry (60% of total score)

**Rules for making signature cocktails:** Each contestant will have 5 minutes to prepare and present **two samples of their signature cocktail** in front of the jury. A technical tour of González Byass will be arranged the day before the final for contestants to carry out a final check, at the contest headquarters, of their ingredients and the materials they need to prepare their Sherry cocktail.

## 2. Final round:

The 3 winning finalists from the morning session will compete in the afternoon session in front of an audience, the jury and other mixology experts.

This final round of the competition will consist of:

- **Pouring using the *venencia*** - 40% of total score:20% technique +20% volume of wine in the glass)
- **Making a new signature cocktail** - 60% of total score

**Rules for making the secret challenge cocktails:** Once they have been selected to go through to this stage of the competition, each of the 3 finalists will be presented with a secret challenge. This will consist of creating a new cocktail, the details of which will not be made known until the day of the Final Test. The cocktail must fulfil the following criteria:

- Maximum 5 ingredients + decoration.
  - At least 20ml of the cocktail must be a González Byass Sherry or Vermouth.
  - At least 30ml must be a secret González Byass product.
  - Ingredients, garnishes, and different styles of glassware will be available.
1. The finalist with the highest overall score will be declared **Winner of the Tio Pepe Challenge Sherry Cask Edition**.

**Requirements for taking part in the International Final:**



The signature cocktail the contestants make during the competition must be included on their establishment's menu. Each contestant and/or distributor/importer must send González Byass a photograph of the menu to prove that this has been done.

González Byass and its international distributors will cover the costs of travel and three days stay in Spain that each contestant incurs by taking part in the International Final (in line with the programme set out in section 4 of these Rules). Contestants will themselves be responsible for obtaining all the documentation they need to travel to Spain from their country of origin (passport, visa etc.).

Any candidate failing to meet the above-mentioned requirements for taking part in the international final will be disqualified from the competition and their place will be taken by the next-highest-scoring contestant.

#### 4. Prizes

Each contestant in the International Final will receive a three-day all-expenses-paid trip to Spain that will include the following general programme of activities:

- Day 1 (Monday, 6<sup>th</sup> May): Arrival and activities in Jerez
- Day 2 (Tuesday, 7<sup>th</sup> May): Tio Pepe Challenge Semi Final
- Day 3 (Wednesday, 8<sup>th</sup> May): Tio Pepe Challenge Final
- Day 4 (Thursday, 9<sup>th</sup> May): Travel home
- González Byass reserves the right to totally or partially alter the programme of the trip.

The 3 finalists will each receive a cash prize. The amount will be dependent on their placing, as follows:

- **First Place:** Cash prize of 2,500€ and a plaque for the awarded bar to the "Best Sherry Cocktail"
- **Second Place:** 1,500€ cash
- **Third Place:** 1,000€ cash

The winners of the first, second and third places in the International Final will also receive a trophy, whilst the outright winner will be awarded the title of "Winner" of the Tío Pepe Challenge Sherry Cask Edition.

#### 5.- Dates and Deadlines.

**EDUCATION SESSIONS:** A series of education sessions centred on Sherry will run during January, February, and March, both live and online. Full details about these masterclasses will be posted on the [www.tiopepe.com/challenge](http://www.tiopepe.com/challenge) website.





**REGISTRATION AND SUBMISSION OF RECIPES:** All professional bartenders interested in competing can register and submit their cocktail recipes **from 1st<sup>h</sup> December 2023** to their relevant participating country, up until the deadline that will be published on the Tio Pepe Challenge website.

- **NATIONAL FINALS:** The National Finals contests will be held between **1<sup>st</sup> February and 15<sup>th</sup> April 2024**, (1<sup>st</sup> April) depending on the country in which the masterclasses and National Finals take place. The date and venue set for each National Final will be published on our website, [www.tiopepe.com/challenge](http://www.tiopepe.com/challenge).

- **INTERNATIONAL FINAL:** The International Final will be held in Jerez de la Frontera (Spain) on **8<sup>th</sup> May 2024**.

## LEGAL TERMS AND CONDITIONS

### 1. - PRELIMINARY CONSIDERATIONS.

**Tio Pepe Challenge** (henceforth, "the Competition" or "the Contest") is a competition that is open to professional bartenders who are legal residents of one of the participating countries.

The Contest will be cancelled immediately should the framework, Rules or Legal Terms and Conditions of the Contest be at odds with the laws of any of the participating countries or regions.

The Contest will be sponsored by González Byass (henceforth the "Sponsor"), a legally constituted Spanish company whose headquarters are at C/Manuel María González, 12, de Jerez de la Frontera (CADIZ) 11403 - ESPAÑA.

All participants in the Contest accept the procedures, Rules and Legal Terms and Conditions that govern the Contest. All documents required to be submitted for contestants to take part must be completed solely and exclusively by the registered Participants.

González Byass reserves the right to modify the Contest Rules at any time and undertakes to announce any such change publicly.

Registration to enter the contest is open to all professionals who fulfil the requirements set out in section 2 of the Contest Rules and Regulations.



Persons employed by or who have direct family links with the Sponsor or any of its employees are not permitted to enter this Contest. The same applies to persons with professional or family links with employees of the Sponsor's subsidiary companies, advertising agency employees, public relations agencies or any other entity involved in the conception and/or implementation of the Contest.

The Sponsor reserves the right to verify Participants' qualifications by requesting a CV, or Curriculum Vitae, during the registration process. The Sponsor also reserves the right to notify of any incident or dispute relating to the CV that arises during the Contest.

Except in such instances as are forbidden by law, Participants may be asked to submit a signed declaration confirming that they possess the required qualifications and agree to the terms regarding liability and publicity and to providing any other information the Sponsor may require.

## 2. – EXPENSES

Taking part in the competition, both in the education stage and the cocktail-making contest, will be free of charge to all professional bartenders involved who are legal residents of one of the participating countries.

Travel and accommodation costs relating to taking part in the National Finals and the qualifying rounds (in those countries where the latter are held) will NOT be paid by González Byass. Nor will the Sponsor cover any of the costs relating to taking part in the Masterclasses that precede the Nation Finals.

The Sponsor and its international distributors will cover travel and accommodation costs and the 3-day programme of events for those National Finalists who attend the International Final that takes place in May 2024 in Jerez de la Frontera - SPAIN.

## 3. - JURY

In each round of the Contest, the Sponsor will maintain maximum discretion at all times during the jury's deliberations, partial scoring and the tallying of the Participants' final scores. This information will remain strictly confidential and will not be divulged publicly by the organisers.

Should there be a draw or equal scores, the jury will re-assess the performance and recipes of those contestants who achieved equal scores.

## 4. - WINNERS

Should a winner of one of the stages of the competition be disqualified for any reason, the contestant who was awarded the next highest score by the jury will be declared the winner.



## 5. - PRIZES

The prizes will be those detailed in section 4 of the competition RULES.

The Sponsor reserves the right to change any of the prizes, entirely or partially, for any reason it sees fit.

Winners may not request alternatives to or the cash value of the prizes detailed herein and will be responsible for their use. The Sponsor will not pay maintenance, improvement or any other costs associated with the use or enjoyment of the prizes.

The Sponsor will bear no liability for the explicit or implicit, factual and legal guarantees appertaining to the use, enjoyment or value of the prizes, with the exception of the standard guarantees provided by manufacturers and/or organisers.

## 6. –TAXES

PAYMENTS TO POTENTIAL WINNERS WILL BE SUBJECT TO COMPLIANCE WITH THE EXPRESS REQUIREMENT REGARDING PROVIDING ALL THE DOCUMENTATION REQUESTED IN ORDER TO FULFIL ALL OBLIGATIONS IN RESPECT OF DECLARING INCOME AND WITHHOLDING ANY REGIONAL, STATE, LOCAL, PROVINCIAL AND OVERSEAS TAXES THAT APPLY.

ALL PRIZES WILL BE NET FOLLOWING DEDUCTION OF ANY TAX/ES THE SPONSOR IS LEGALLY OBLIGED TO WITHHOLD. THE WINNERS WILL BE SOLELY LIABLE FOR ANY TAXES PAYABLE ON THE PRIZE MONEY RECEIVED. In order to receive a prize, winners will need to provide the Sponsor or the Tax Authorities all tax documents requested by the Sponsor (González Byass) or that current legislation requires to be provided, including, where appropriate, legislation in the winner's country of residence. Winners will be responsible for ensuring that they comply with all applicable tax legislation and with all requirements regarding declaring the income.

Where a winner fails to provide the documentation referred to above or fails to comply with the legislation, the prize may be withdrawn and the Sponsor may, at their total discretion, select an alternative winner.

## 7. – INTELLECTUAL PROPERTY RIGHT

As regards the relationship between the Sponsor and the Participant, the Participant will retain all intellectual and industrial property rights (including moral rights) appertaining to any cocktail made with Sherry created as part of the Contest ("the Cocktail"). It will be a condition of taking part in the Contest that the Participant grant the Sponsor and the Contest Entities a non-exclusive worldwide licence in perpetuity, irrevocably and with no fee payable to use the Cocktail, reproduce, adapt, alter,



publish, distribute, demonstrate it publicly, create derivatives and present it publicly (1) for the purpose of enabling the Sponsor and the Judges to assess the Cocktail for the purposes of the Contest and (2) in relation to advertising and promotion to the public and other groups by all means including, amongst others, videos, screenshots, animations and clips designed to promote the Sponsor and their international distributors in general.

#### 8. - PRIVACY

Participants accept that the personal data collected when they register to enter the Contest, including their name, postal address, telephone number and electronic mail address may be processed, stored, shared and used in any other way for the purposes and in the context of the Contest.

In accordance with EU Legislation governing the collection and processing of data, Participants are advised that:

- The Sponsor will be responsible for processing the data and the recipients of the data will be the Sponsor, its representatives and all associated Contest Entities;
- Your data will be collected for administrative purposes relating to the promotion and for marketing purposes.
- You have the right to access and remove your personal data. You also have the right to oppose the collection of data under certain circumstances. To exercise these rights, you can write to GONZALEZ BYASS, S.A., C/ Manuel Maria González, 12; 11403 Jerez de la Frontera (Cádiz). Ref: Tio Pepe Challenge.

#### 9. - PUBLICITY

By registering for the Contest, Participants agree to participate in any promotional activity or activity with the media relating to the Contest and agree and consent to the Sponsor and the Competition Partner using their name and/or image for such promotional or media activity except where this is forbidden by law.

#### 10. – GUARANTEE AND COMPENSATION

Participants guarantee that their Cocktails are the result of their own, personal work and that they are therefore the sole, exclusive owners of the Cocktail entered, hold the rights attaching to it and have the right to enter the Cocktail for the Contest and grant all the licenses required.

Participants agree not to present any Cocktail that (1) infringes the property rights of any third party, any intellectual property rights, any industrial property rights, any moral or personal rights or any other rights including copyright, any registered trademark, patent, trade secret, or any privacy, publicity or confidentiality obligations; or (2) infringes any regional, state, provincial or local regulation that might be applicable.



To the maximum extent permitted by law, each Participant indemnifies and agrees to always keep Contest Entities indemnified from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the entrant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, each Participant agrees to defend, indemnify and hold harmless the Contest Entities from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including related attorney fees) arising out of or accruing from (a) any Cocktail or other material provided by the Participant that infringes any copyright, trademark, corporate identity, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the Participant in connection with the Contest; (c) any failure by the Participant to comply with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the Participant's involvement with the Contest; (e) acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest; (f) any malfunction or other problem with the Contest Site; (g) any error in the collection, processing, or retention of information provided during registration; or (h) any typographical or other error in the printing, offering or announcement of any prize or winners.

#### 11. – ELIMINATION

Any false information provided by a Participant in the context of the Contest in respect of their name, postal address, telephone number, electronic mail address or ownership of rights and any failure to comply with the present Legal Regulations or similar failure will result in the Participant's immediate elimination from the Contest.

#### 12. – RIGHT TO CANCEL, MODIFY AND/OR DISQUALIFY

If the Contest is not able to go ahead as planned for any reason in such a way that it might affect or corrupt the administration, security, impartiality and/or integrity and/or the proper progression of the Contest, the Sponsor reserves the right to, at its total discretion, cancel, modify, halt or end the Contest. The Sponsor also reserves the right to disqualify any Participant who manipulates or disrupts the registration process or any other part of the Contest.

#### 13. – ABSENCE OF OFFER OF EMPLOYMENT OR CONTRACT

In no instance may taking part in the Contest, winning a prize or any part of the present Rules be interpreted as an offer of employment by or employment contract with either the Sponsor or the Competition Entities.

#### 14. – JURISDICTION

The present Rules will be governed by and subject to and interpreted in accordance with Spanish law, excluding any regulations regarding conflict of laws.



To resolve any complaint, dispute or difference of opinion deriving from the interpretation or application of the present contract, the parties will waive the jurisdiction that might apply to them and will submit expressly to the jurisdiction of the courts and tribunals of Jerez de la Frontera (Spain).