



Matusalem

The Golden Master

LOOKING FOR THE BEST BARTENDER OF THE YEAR

BARTENDER COMPETITION BY RON MATUSALEM

Terms and Conditions of participation

The competition is organised by the company 1872 Holdings International, LLC based at 1501 Venera Avenue, Suite 320, Coral Gables, Florida, the United States with EIN number 26-1130792 (hereinafter "Ron Matusalem").

Participation in The Golden Master is free of charge and requires no purchase. In order to enter the competition, each local candidate must express their interest by accepting the terms and conditions below.

1. PURPOSE OF THE COMPETITION

The aim of this competition is to provide bartenders from various countries a platform to showcase their expertise and skills, competing for the prestigious title of The Golden Master – Matusalem's Bartender of the Year.

The winner of this competition will receive the following privileges:

- (i) (i) One (1) ticket to The World's 50 Best Bars 2024 Gala (location to be confirmed)
- (ii) (ii) Hotel and accommodation for (2) nights and (3) days in the city of The World's 50 Best Bars 2024 Gala (TBC city/ country) (Travel insurance is not included). The winner must have a valid passport.
- (iii) (iii) A photo posted in the official account of Ron Matusalem and @rumbarista
- (iv) (iv) One (1) new official history Ron Matusalem Book.
- (v) (v) Portfolio Range Bottles: (1) bottle of Matusalem Limited Edition LEFEBRE, (1) bottle of Matusalem Gran Reserva 15, (1) bottle of Matusalem Gran Reserva 23, (1) bottle of Matusalem Insólito.

2. PARTICIPATION PERIOD

- Submissions will be open from May 9th, 2024 at 00:01 (GMT+2) until June 17th, 2024 at 23:59 (GMT+2). Submissions received after this time will be void and will not be entered into the competition.
- To participate, candidates must register on the following landing page <https://matusalem.com/thegoldenmaster/> and provide the required personal data. Once they are registered, they will be able to access a control panel where they can upload their submitted cocktails (two cocktails mandatory per participation) and the required additional information.
- On June 28th, a winner from each participating country will be announced.
- Three of those country winners will be selected as finalists for the grand finale.
- Communication will be made through the @ronmatusalem and @rumbarista Instagram profiles and via email



to the finalists and winners on June 28th.

- The final competition will be held in Spain on July 23rd. The city will be announced on <https://matusalem.com/thegoldenmaster/>, @ronmatusalem, and @rumbarista Instagram profiles before June 28th.
- Finalists must confirm their availability to participate in the grand finale within three calendar days after being informed. The cost of travel, accommodation, basic subsistence, and insurance shall be covered by Ron Matusalem at its own discretion as regards the extent of the insurance and category of tickets and accommodation.
- Candidates must have a valid passport for travel to Spain on July 23rd.
- If a finalist does not confirm attendance or does not respond when contacted by Ron Matusalem, another finalist will be selected from the country winners according to the scoring rules below.
- The abovementioned dates and venue are at the sole discretion of Ron Matusalem and cannot be changed by candidates.

3. PARTICIPATION REQUIREMENTS

Participation in this competition is open to candidates who meet the following requirements:

- The competition is open to bartenders, chefs, or sommeliers working at venues located in the United Arab Emirates, Lithuania, Hungary, Poland, Spain, Germany, Belgium, Italy, and, Greece territory (no other countries are allowed to participate).
- Bartenders, chefs, or sommeliers working in venues located in a country different to those above where Ron Matusalem operates could participate in an extra category (detailed below). The list of countries is included in **Annex 1**.
- Participants must be over 21 years old. Should any participant be in a country that only allows the consumption of spirit drinks for ages over 21, it will be necessary to have reached that age.
- Only one submission per candidate is allowed. Each submission must contain two cocktails.
- Employees of Ron Matusalem and its Group entities and their family members are not allowed to participate.
- Participants must follow on Instagram @ronmatusalem and @rumbarista profiles.
- The official language of the competition is English. All entries must be in English and the bartender must demonstrate a command of spoken and written English. Applications submitted in a language other than English will not be valid.

All the aforementioned requirements must be met and fulfilled by the candidates. Otherwise, the participant will be excluded from participation.

4. HOW TO PARTICIPATE

- **Phase 1: Online registration - from 00:01 (GMT+1) on May 9th, 2024 to 23:59 (GMT+1) on June 17th, 2024.**

To participate, bartenders who meet the requirements mentioned above must register online by creating a personal profile on the landing page <https://matusalem.com/thegoldenmaster/> and completing the form available on the same website. The system does not allow candidates to edit submissions once they have been sent. To request an exceptional amendment or modification, contact info@matusalem.com. The chronological order in which registrations are sent is irrelevant for their acceptance and does not imply any preference for the selection of finalists and the winner.



The form must be completed in English including the following information:

- Name and surname (mandatory)
- Venue name (mandatory)
- Venue country (mandatory)
- Venue City (mandatory)
- Instagram profile (mandatory)
- Phone number (mandatory)
- Email address (mandatory)

Once registration has been completed, candidates must provide the following information for each of the cocktails submitted:

- Name of the cocktail (mandatory)
- Ingredients (mandatory)
- Method of preparation (mandatory)
- Photo of the cocktail (mandatory)
- Video showing the preparation of the cocktail (optional)
- Written explanation of the technique/s involved (mandatory)
- Legal acceptance of competition terms and conditions (mandatory)

To receive a higher score (as detailed below), candidates can upload a photo to their feed in their Instagram accounts, or a video reel, including the subject with the following conditions:

- Reference to the name of the cocktail must be included in the post.
- The cocktail should not have any other brand showcased in the photo or video reel.
- Cocktail should not have any other brand showcased in the photo or video reel.
- The publication must tag @ronmatusalem and @rumbarista with the hashtag #MatusalemGoldenMaster

Posting of their photos or videos will automatically imply that candidates are accepting the terms & conditions posted in the brand Instagram profile @rumbarista and @ronmatusalem and that they transfer all exploitation rights of their images/videos to Ron Matusalem.

All cocktails have to meet a series of requirements to be accepted in the competition:

- **All cocktails must be made with Ron Matusalem Gran Reserva 15 and it must be the predominant alcohol.** The use of other rums will not be allowed. Each cocktail must contain a maximum of three units of alcohol (1 unit=10 ml of 100% alcohol). To calculate the number of units of any alcoholic beverage, its volume in litres is multiplied by the percentage of alcohol per volume unit (Eg. : 50 ml Matusalem Gran Reserva 15 = $0.05 \times 40 = 2$ units).
- **A maximum of five ingredients is allowed**, including the above mentioned Matusalem rum.
- **At least two of the ingredients must be part of Ron Matusalem's Food Pairing molecular analysis.** The list of those ingredients can be viewed at the following link: https://matusalem.com/thegoldenmaster/matusalem_thegoldenmaster_foodpairing.pdf. Any ingredient which is not in contact with the liquid will not count as an ingredient, but rather as a decoration of the cocktail.
- **The cocktail has to be inspired by wood.** All options are possible: name, container, ingredient, decoration, etc

Each cocktail will be assigned a score, which will be assigned in accordance with the following criteria:

- Originality (maximum 15 points)
- Technique and execution (maximum 25 points)
- A convincing explanatory speech, with arguments related to both the brand and physics (maximum 20 points)



- Flavor balance (maximum 20 points)
- Photogenic “Instagramable” (maximum 20 points)
- ADDITIONAL POINTS: Post a photo of the cocktail on Instagram (+3 points) and/or post a video reel of the cocktail on Instagram (+5 points)

All participants will have to abide by and comply with Ron Matusalem’s commitment to social responsibility and responsible consumption when they choose the name of the cocktails throughout the promotion process and whenever they represent Ron Matusalem, as they must professionally conduct themselves in any social media content. In the event any candidate is deemed or considered to be promoting irresponsible behaviour or any other conduct that contravenes the aforesaid in any manner, they will be automatically disqualified from the competition.

In case of any doubt, the candidate can contact the organiser of this competition by sending an email to: info@matusalem.com

- **Phase 2: Selection of the list of finalists by country and finalists for the grand finale.**

The selected jury (mentioned below) will review each submission in detail to score each cocktail and thus select one winner from each of these countries: United Arab Emirates, Lithuania, Hungary, Poland, Spain, Germany, Belgium, Italy and Greece.

In addition to that, there will be an extra winner selected from the list of countries where Ron Matusalem operates.

Once this selection has been made, the three finalists for the grand finale shall be selected amongst the country winners from the United Arab Emirates, Lithuania, Hungary, Poland, Spain, Germany, Belgium, Italy, and Greece, and one winner of the total countries where Ron Matusalem operates with the highest scores.

The jury panel that will evaluate the cocktails submitted to this competition is made up of the following personalities:

- René Frank: Chef Patron of Coda Berlin. 2 Michelin Stars Restaurant. The World’s Best Pastry Chef 2022 of The World’s 50 Restaurants
- Marc Alvarez: Master of Liquid Gastronomy Co-owner of SIPS - #1 of The World’s 50 Best Bars 2023.
- Julien Zorzin: Creative Director and Multi-disciplinary Designer Creator of the awarded new bottles of Ron Matusalem.

In case of force majeure or absence on the part of any of the personalities above mentioned, Ron Matusalem reserves the right to designate one or more members of the jury above personalities of similar experience and background.

- **Phase 3: Finale in Spain on July 23rd (city and venue to be confirmed)**

During the grand finale in Spain on July 23rd, the finalists will have to prepare their two participating cocktails for each member of the jury and answer any questions that they may ask about the cocktail.

At the end of the event, the winner of the competition will be announced, as well as the finalists coming in second and third.

The three finalists will have flight and accommodation included for three days (travel insurance and meals not included).

The jury at the grand finale will evaluate the cocktail according to the following criteria:

- Originality (maximum 15 points)
- Technique and execution (maximum 25 points)



- A convincing explanatory speech, with arguments related to both the brand and physics (maximum 20 points)
- Flavour balance (maximum 20 points)
- Photogenic “Instagramable” (maximum 20 points)

Once the scores are completed, a classification will be made and the first classified will be the absolute winner of The Golden Master 2024. The second and third finalists with the highest scores will also be designated and announced in the same event.

The cocktails prepared during this final competition by the candidates may not be subject to any modification to the presentation and ingredients. If a cocktail is modified, the bartender in question will be disqualified.

5. AWARDS:

Each country winner from the United Arab Emirates, Lithuania, Hungary, Poland, Spain, Germany, Belgium, Italy, and Greece, as well as the one winner from another country where Ron Matusalem operates will receive the following prizes:

- One (1) bottle of Ron Matusalem Gran Reserva 15
- One (1) brand new official history Ron Matusalem Book.

The prizes for the finalists will be different depending on the position obtained and they will be eligible for the following prizes:

- **First place:**
 - Join the Matusalem team that leads The World’s 50 Best Bars 2024 Gala, create our exclusive cocktails, and be part of the red carpet.
 - One return (1) ticket in economy class to The World’s 50 Best Bars 2024 Gala (TBC city/ country).
 - Hotel and accommodation for (2) nights and (3) days in the city of The World’s 50 Best Bars 2024 Gala (TBC city/ country) (Travel insurance is not included). The winner must have a valid passport.
 - A photo was posted in the official account of Ron Matusalem and @rumbarista.
 - Portfolio Range Bottles: (1) bottle of Matusalem Limited Edition LEFEBRE, (1) bottle of Matusalem Gran Reserva 15, (1) bottle of Matusalem Gran Reserva 23, (1) bottle of Matusalem Insólito.
- **Second and third place:**
 - Portfolio Range Bottles: (1) bottle of Matusalem Gran Reserva 15, (1) bottle of Matusalem Gran Reserva 23, (1) Matusalem Insólito.
 - A photo was posted on the official account of Ron Matusalem and @rumbarista.

6. PUBLISHED MATERIAL AND CONTENT:

The content sent during the application phase must not contain images that are offensive or contrary to public morality (vulgar, violent scenes, illegal activities, discriminatory based on religion or ethnicity, alcohol abuse, etc.), that violate in some way the rights of third parties by presenting defamatory content, invading privacy or infringing possible copyrights.

Ron Matusalem reserves the right to moderate, reject, or disqualify any candidate that, in its judgement, is indecent, offensive, inappropriate, or contrary to the spirit of this initiative, or that may be potentially harmful to Ron Matusalem, the initiative, or the image or reputation of third parties.

All materials sent for participation must be new and original of the candidate and not infringe copyrights of third parties.



By participating in the competition, each candidate declares and confirms that:

- the contributions (materials/recipes) sent are original and that they do not violate copyrights and/or related rights and/or trademark rights/trade secrets/image rights or any other copyright, commercial and/or industrial and intellectual rights of any natural or legal person.
- they will fully exempt and hold harmless Ron Matusalem and its affiliates, as well as its successors, from any harmful consequences, costs, or damages that may arise as a result of the violation of this representation and warranty. In particular, each participant will defend and maintain the promoter completely harmless from any damages (including costs) that the latter is called upon to pay to third parties such as a consequence of
 - o An action or requirement based on the mere possession or use of the content from the promoter.
 - o Violates or has violated copyright, trademark rights, patent rights, know-how rights, invention rights, image rights, and any other right exclusive of third parties.
 - o Any harmful consequence caused by the publication of content considered offensive or contrary to public morality (vulgarity, violent scenes, illegal activities, etc.).

Materials may be sent exclusively through electronic means as indicated in these terms and conditions. Any material sent through any other means will not be accepted. The images and recipes submitted, as well as the names and images of the participants, video recordings and photos of the planned events that portray the participants and their recipes, may be used at the discretion of Ron Matusalem to promote the competition and any product or service offered by Ron Matusalem and related to said initiative, through any means of distribution and for an unlimited period of time without Ron Matusalem owing any remuneration to the participants.

By sending their submissions and contents, those who participate waive any right over them other than moral rights, and will not be able to make financial requests regarding its future use. The content must be free of copyright and will not be returned.

7. GENERAL CONDITIONS:

To participate, candidates shall accept these terms and conditions and the transfer of intellectual property, as well as the Legal Notice of the site. Otherwise, registration will be denied.

1. By participating, participants assign, in perpetuity and for all countries of the world, to the broadest extent permitted by law, to Ron Matusalem and its Group companies all intellectual and industrial property and image rights (excluding moral rights) over the name of the cocktail, recipe, inspiration, the photograph of the cocktail and the personal image of the participant, for use in all kinds of media, including the creation of derivative works. Likewise, they also assign the rights to use the name and the images taken of the participant during the competition. This assignment will be entirely free.
2. Ron Matusalem reserves the right to change the name of the cocktail if it is inappropriate, or inconsistent with the social responsibility policy or brand guidelines. No permission will be requested in this regard. The original name of the cocktail will always be the property of Ron Matusalem.
3. Name of the cocktail.
 - The name must not include any type of registered trademark or name of any other retailer unless the candidate wishes to use the Matusalem ® brand in the name of the cocktail.
 - The name must also adhere to the Ron Matusalem corporate social responsibility policy, (available on <https://>



matusalem.com/) which requires that names:

- Avoid making reference to minors.
 - Do not emphasize or allude to the alcoholic effect of the cocktail.
 - Are not associated with danger or anti-social attitudes.
 - Avoid references to sexual themes.
 - Avoid association with sports, educational activities, or civic or religious festivities.
 - Do not imply medical properties or consumption of medicines.
 - Are not linked to irresponsible consumption.
 - Do not allude to mental or physical abilities.
4. Ron Matusalem is not obliged to take any action in relation to the proposals beyond what is indicated in these Bases and, in any case, subject to its discretion as provided herein and without prejudice to what may eventually be formally agreed in the future in relation to any specific proposal.

Ron Matusalem reserves the right to take legal action in the event of cheating, infringement of any kind, fraud, malice, gross negligence and/or bad faith, or attempt of any of these actions, by any of the participants, and Ron Matusalem shall have no liability of any kind with respect to other participants or concerning third parties in any of these cases.

Ron Matusalem will not mediate or be responsible for any disagreements that may arise between participants, nor will Ron Matusalem be responsible for any physical harm that participants may suffer outside of the establishments in which Ron Matusalem organizes events that any participant may attend.

5. By taking part in the competition, participants expressly accept that the personal data they provide to Ron Matusalem may be collected and incorporated, together with those derived from the competition, into a database for which Ron Matusalem will be responsible. Ron Matusalem shall use such data to manage, publicize and coordinate the competition described herein and to send information and publicity to the participants about the products and launches of Ron Matusalem by conventional or electronic means (the participant may request at any time to cancel such communications through the link incorporated in electronic submissions and at the address indicated above in the rest). The data may be transferred for the same purposes established herein to other entities of the Ron Matusalem group, some of which may be located in territories that, such as the United States of America, do not offer a level of privacy protection equivalent to that of applied in Europe Union. Participants may exercise their rights of access, rectification, cancellation, or opposition before Ron Matusalem at the address indicated in the heading in accordance with the law.
6. These legal bases were published on May 9, 2024, at 00:00 (GMT+2) and will not be modified.
7. This legal document has been deposited with Notaries Mr. Andrés Domínguez Nafría and Mr. Francisco Miras Ortiz, located at Calle Lagasca 88, Madrid, Spain.
8. This competition is governed by the applicable Spanish laws. Ron Matusalem and the participants shall submit to the jurisdiction of the Courts and Tribunals of Madrid, waiving any other jurisdiction that may correspond to them, to resolve any disputes that may arise as a result of participation in the competition. No claims shall be accepted after 15 days from the end of the competition.



ANNEX 1: LIST OF COUNTRIES WHERE RON MATUSALEM OPERATES.

The countries mentioned below can participate in the competition with the conditions previously mentioned in these legal bases.

- Belarus
- Georgia
- Gulf
- Taiwan
- Turkey
- Armenia
- Australia
- Azerbaijan
- Bulgaria
- Central Asia
- Croatia
- Fiji
- Hong Kong
- Israel
- Japan
- Jordan
- Malaysia
- Maldives
- New Zealand
- Serbia
- Singapore
- Slovakia
- Slovenia
- Thailand
- Ukraine
- Austria
- Luxembourg
- Netherlands
- Switzerland
- United Kingdom
- Czechia
- Denmark
- France
- Portugal
- Sweden
- Cyprus
- United States
- Mexico
- Dominican Republic