



ULTIMATE BEVERAGE CHALLENGE

NO SHORTCUTS. JUST HONEST, IMPARTIAL JUDGING.

Ultimate Beverage Challenge Guidelines for Use of Results

Unlike some other competitions, we do not restrict or charge for the use of our logos, scores, accolades and awards in your marketing and promotion; in fact, we welcome you to do so AT NO COST TO YOU.

We ask that you follow our guidelines for use:

1. **LOGOS and ICONS.** You may reproduce our logos and icons associated with *Ultimate Spirits Challenge* or *Ultimate Wine Challenge* if they're associated with a product that was actually submitted and judged. This use can be 'evergreen', meaning if a product was judged once then our Challenge logo can be associated with it on an ongoing basis with use of the year the product was entered.
2. **YEAR.** The use of a specific accolade/icon/score **should always include the specific year** the accolade and score was achieved. SCORES/ACCOLADES ARE APPLICABLE ONLY FOR THE SPECIFIC YEAR OF THE COMPETITION.
3. **SPECIFIC CHALLENGE.** Do not use the score alone – include the words *Ultimate Spirits Challenge 2017* or *Ultimate Wine Challenge 2017* (or 2016, etc.). You may also want to use the appropriate accolade that goes with the score, such as "Excellent, Highly Recommended".
4. **CATEGORY.** The use of the specific Challenge/Award/Accolade/Score should be specific to the appropriate category. Please see our results page for the appropriate category designation.
5. **AWARD DESIGNATION.** The 'award' designation should be specific: the use of *Chairman's Trophy*, *Finalist*, *Great Value* and *Tried & True Award* may only be used by those products that actually achieved these recognitions with the appropriate year indicated.
6. **PRODUCT DETAIL PAGE.** Every product scoring 80 points and greater has its own details page with tasting note (products scored 85 plus), score, all relevant icons, and direct links to download your custom certificate and icons. Each page has its own, unique web address. Simply copy the URL from your web browser and share it with the world.
7. **PRINTED MARKETING MATERIAL.** In addition to the free icons we provide you may also order, for a fee, bottle neckers, bottle stickers, shelf talkers and printed certificates through our affiliated printer, First In Print. Links can be found on your product's details page or at www.ultimate-beverage.com/marketing-collateral/.

We would be interested in seeing how you utilize this rating and accolade to further publicize and market your brand but Ultimate Beverage Challenge does not need to approve your marketing materials. Congratulations and thank you for your participation.