



ULTIMATE BEVERAGE CHALLENGE

KNOW THE SCORE

Guidelines for Use of Ultimate Beverage Challenge (UBC) Marketing Materials for *Ultimate Spirits Challenge* and *Ultimate Wine Challenge*.

Unlike many other competitions, UBC does not charge for the use of the majority of our logos, scores, accolades and awards for your marketing and promotion purposes.

In addition to our complimentary logos, we also offer a selection of modestly priced marketing materials, such as bottle stickers and bottle neckers.

We ask that you follow our guidelines for use:

1. **LOGOS.** You may reproduce any of our logos if it's associated with a product that was actually submitted and judged. This use can be 'evergreen', meaning if a product was judged once then the *Ultimate Spirits Challenge* or *Ultimate Wine Challenge* logo can be associated with it on an ongoing basis.
2. **YEAR.** The use of a specific accolade and/or score must always include the specific year the accolade and score was published. **SCORES/ACCOLADES ARE APPLICABLE ONLY FOR THE SPECIFIC YEAR OF THE COMPETITION.**
3. **SPECIFIC CHALLENGE.** All scores used for promotional purposes must include the words *Ultimate Spirits Challenge* or *Ultimate Wine Challenge* and the specific year of the competition. 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. For example: *Flavored Vodka*. 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 this recognition. These awards can use the 'icon' logo for each Challenge, with the appropriate year indicated.
6. **PRODUCT DETAIL PAGE.** Every product scoring 80 points and greater has its own detail page with bottle image, tasting note (when applicable), score, all awards, and direct links to download your custom certificate, shelf-talker, and award icons. Each page has its own unique web address. Simply copy the URL from your web browser and share it with the world.

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.