



# 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 for 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 submitted and judged. This use can be 'evergreen', meaning if a product was judged once then our Challenge logo and icons can be associated with it on an ongoing basis.
2. **SPECIFIC YEAR.** The use of a specific award/accolade/icon/score **should always include the specific year** the accolade and score that was achieved. SCORES/ACCOLADES/AWARDS 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 2019* or *Ultimate Wine Challenge 2019* (or 2018, etc.). You may also want to use the appropriate accolade that goes with the score, such as "Excellent, Highly Recommended".
4. **SPECIFIC CATEGORY.** The use of the specific Challenge/Award/Accolade/Score should be specific to the appropriate category. Please see our results pages 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 only by those products that achieved these recognitions with the appropriate year and category indicated.
6. **PRODUCT DETAIL PAGE.** Every product scoring 80 points and greater has its own details page on our website, (including a tasting note for products scored 85 and higher), score, all relevant icons, and direct links to download your 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, printed certificates and other marketing collateral through our affiliate First In Print. Links can be found on your product's details page or at [www.ultimate-beverage.com/marketing-collateral/](http://www.ultimate-beverage.com/marketing-collateral/)

Although Ultimate Beverage Challenge does not need to approve your marketing materials we would be interested in seeing how you utilize your results to further publicize and market your brand and products. Congratulations and thank you for your participation.