Guidelines

1. Introduction

The selection procedure for Chianti Classico Ambassadors is organized by the Consorzio Vino Chianti Classico (via Sangallo 41 – loc. Sambuca – 50028 Tavernelle Val di Pesa, Florence – Italy), a voluntary association established in 1924 to promote and protect the wine known as Chianti Classico, originating from the region of Chianti, identified by the historic Black Rooster trademark.

The aim of this competition is to acknowledge and reward the candidates mentioned in section 3 below, electing Chianti Classico Ambassadors every year in every country or region in which the competition is held.

2. Countries involved

The competition was established in 2017 with the election of 3 Canadian Ambassadors (Quebec, Ontario, British Columbia). Each year the locations of the selection procedure will be established by the Consorzio. In 2018 the competition will be held in Chicago.

3. Participation requirements

The competition is restricted to those persons who are over 21 years old, working full time in the wine sector in a professional capacity such as:

- Sommeliers working in restaurants, hotels or other commercial businesses within the wine industry;
- Wine supervisors in the HoReCa sector;
- Wine educators: teachers steadily employed in training in the wine sector throughout the year;
- Teachers from schools offering training in the catering industry or food and wine science;
- Journalists working for print and/or online food and wine publications and/or blogs, able to prove publication of at least ten articles in the last year (2016);

The candidates must provide proof of fulfilment of these requirements in a short résumé or CV attached to their application.

All candidates must be available for 30 minutes on Monday, May 14th 2018 at 2 pm EST to take the online exam (from wherever they are located) and on Tuesday, June 12th 2018 in Chicago to take the subsequent exams should they pass the online exam. These exams will take place according to the details and times shown in section 5 below.
The following may not take part in the competition:

- Anyone who took one or more of the two final exams in previous years;
- Owners, directors, employees or associates of Chianti Classico wine producing estates;
- Students of catering, sommelier or food science schools;
- Anyone involved in the organization of the competition, and their family members.

4. Enrolment

The competition is open to anyone fulfilling the requirements stated in section 3 above and there is no enrolment fee.

Candidates must enrol in the competition by filling out the online registration form between Monday, March 12th 2018 and Monday, April 30th 2018 (deadline 11.59 pm EST).

All candidates must enrol in order to take the second and third exam (if they pass the online exam) in Chicago on June 12th

5. The Competition

The competition will consist of 3 exams, each of which gives access to the next for those who achieve the highest scores.

The procedure and scoring of each exam is shown below:

**Online exam:** Monday May 14th 2018, 2 pm - 2.30 pm EST

18 multiple choice & 7 written questions. Each correct answer will be awarded one point; correct but incomplete answers will be awarded 0.5 points. The final score for this exam will be shown in marks out of 25. All US candidates wishing to take the subsequent exams in Chicago will take the online exam at the same time.

**Blind & Oral tasting** (for the top 5 scoring candidates in the online exam)

The candidates who achieve the top five scores will be admitted to the 2nd & 3rd exam to

**June 12th 2018, Chicago – from 1.30 pm at (TBA)**

The Consorzio Vino Chianti Classico will cover all travel expenses to Chicago for the 5 top scoring candidates.

The exam will consist of a blind tasting of four wines. Candidates are required to recognize the main features of each wine, and answer five questions about them. One point will be awarded for each correct answer, while correct but incomplete answers will be awarded 0.5 points.

The final score for this exam will be given in marks out of 20.

The candidates will as well go through to an interview with a qualified panel of judges, held on the same day as the blind tasting (at about 3.00 pm). Following these interviews the panel will select the US Chianti Classico Ambassador 2018.
6. The Judging Panel

The panel of judges will consist of Consorzio institutions and wine professionals. The panel’s decision is final and incontestable.

The judging panel will have full powers of decision regarding the application and interpretation of these rules and any unforeseen circumstances arising during the competition.

7. Official languages of the competition

Throughout the competition candidates may speak in English or Italian. The application forms will be available in English; the online exam will be available in English.

Award ceremony and prizes

The results will be issued at an award ceremony starting at 6.30 pm.

The elected Ambassador will receive a certificate naming them “Chianti Classico Ambassador 2018”.

The period of the visit will be established in agreement with the elected ambassador.

The winner will receive a budget of 2,000 euro in expenses for training activities in Chianti Classico he/she has carried out in their market sector. The activities must first be examined and approved by the Consorzio Vino Chianti Classico.

8. Guidelines for use of the title

The Ambassadors will respect the following guidelines for use of their title: ‘Chianti Classico, Ambassador USA 2018”. Under this title, the candidates undertake to protect and promote the Gallo Nero brand in their professional activities. They undertake to honour the recognition they have received from the Consorzio Vino Chianti Classico during their work.

Granting of this title does not entail any mandate as representatives of the Consorzio Vino Chianti Classico although the Consorzio undertakes to inform the member wineries of the existence of a new Ambassador for the DOCG in the country in question. At the same time, the Consorzio will make itself available to support the Ambassador in any promotional activities concerning the DOCG zone organized in the country in question, if the conditions proposed by the Ambassador are considered appropriate by the Consorzio.

The Consorzio Vino Chianti Classico reserves the right to grant the Ambassador use and reproduction of the Gallo Nero trademark for specific events and in specific ways which will be communicated and shared on each occasion. The Consorzio hereby establishes that such use of the trademark must be limited to publicizing the main characteristic features of Chianti Classico DOCG in the sectors described in section 3. It may not be used in contexts other than the oenological sector, or to produce items or publicity images without the approval of the Consorzio, or for commercial purposes.
The candidate gives consent to share their contact details with the members of the Consortium and to be contacted by them.

9. Responsibility

The Consorzio Vino Chianti Classico cannot be held responsible for circumstances beyond their control, or any modifications to, postponement or cancellation of the competition independently of the Consorzio’s will.

The Consorzio Vino Chianti Classico declines any responsibility for non-availability of the competition website during the competition period, or destruction of the information provided by participants due to causes beyond the Consorzio’s control.

Participation in this competition entails full acceptance of these rules, which constitute a contract. The rules will be available on the website www.chianticlassico.com until the competition closes.

10. Privacy - confidentiality and protection of privacy in accordance with l. 196/03.

Both parties undertake (and guarantee that all their employees and associates will undertake) to keep private and confidential all data and information obtained, or in any case acquired, through this contract.

The parties also undertake to use this data and information in accordance with the terms of L. 196/03, exclusively regarding their contractual requirements, to fulfil their legal obligations and those prescribed by EU regulations, as well as to permit efficient managing and administration of these contractual relationships, and therefore agree to the mutual use of their personal data as described above.

Disclosure Statement regarding Law 196/2003

The Consorzio Vino Chianti Classico guarantees that use of personal data fully respects the rights of the individual in question, with particular reference to privacy, protection of personal identity and the right to protection of personal data. The Consorzio Vino Chianti Classico gathers personal information freely supplied by Users, including name, surname, email address, telephone number, etc. The User’s personal data may be used in printed, electronic or telematic form to provide the service requested or supply relevant information, to interact with the Owner, and to allow the Consorzio Vino Chianti Classico to answer any requests it may receive. The data gathered is used exclusively for the purpose of completing activities relating to the use of services offered, in full respect of the principles of proper usage and legal requirements.

Users who have supplied their personal data in accordance with the terms of this disclosure statement will receive all rights relating to Law n. 196/2003. Specifically, they may apply to the Owner and/or Manager making the above-described use of their data, to assert their rights in
accordance with article 7 and following articles of this law. Specifically, the User has the right at any given time to obtain confirmation of the existence or otherwise of the data, know its content and origin, verify its accuracy or request integration or updating or correction, in accordance with article 7 of this law. Based on the same article, the User has the right to obtain cancellation, transformation into anonymous form or obstruction of data used in violation of the law, and to oppose the use of this data in any case for legitimate reasons.

Any communications must be addressed to the Owner of the data used, by sending an email to the Consorzio Vino Chianti Classico - email: lechner@chianticlassico.com