



# BOTTLE TOP CHALLENGE

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WIN A ONCE IN A LIFETIME TRIP TO GUADELOUPE!

#DAMOBTC

# The Rhum Damoiseau Brand

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Rhum Damoiseau has been crafting distinctive rhums for over 70 years in the French West Indies.

Guadeloupe has long had the reputation of having one of the best terroir for sugarcane cultivation. The Bellevue Distillery in the village of Le Moule was created by Mr Rimbaud at the end of the 19th century.

In 1942, Roger Damoiseau bought the distillery and created the brand of Rhum Damoiseau. It is currently run by his grandson, Hervé Damoiseau.

Damoiseau rhums are made with 100% first-pressed aromatic and flavourful sugarcane juice that are extracted by pressing quality estate grown sugarcane. After being distilled, the rum is stored in ex-bourbon oak barrels to mature in the tropical climate.

"Each of the Damoiseau products has a soul and a history. We wish to give the consumer the opportunity to share and experiment with our values and to taste our products that are created in the traditional way." - Hervé Damoiseau



# Rhum Damoiseau Bottle Top Challenge

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Calling all bars and bartenders!

Who wants an opportunity to win an all-inclusive trip to Guadeloupe in the French West Indies?

Starting from October 1<sup>st</sup> and ending on December 31<sup>st</sup> 2019, we are challenging all bartenders across the UK to collect as many Rhum Damoiseau bottle tops as they can. Each one of the range will have a different point value (see the full points breakdown in our rules). How you sell Rhum Damoiseau is upto how creative you want to be!



# The Timeline

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Now – Oct 1st Entry to the competition  
Oct 1st - #DamoBTC goes live!  
Nov 1st - Points update 1 via social media  
Dec 1st - Points update 2 via social media  
Dec 31st - Challenge Closed  
Jan 2020 - Winner Selected  
2020 - Trip to Guadeloupe!



# Points Scoring System



BLANC 40 - 2 POINTS



2001 - 30 POINTS

PURE CANE - 2 POINTS



2009 - 30 POINTS

BLANC 50 - 5 POINTS



1995 - 40 POINTS

GOLD - 5 POINTS



# Q&As

Q. How many bartenders can enter from a bar?

A. As many as you want. Just make sure you keep your bottle tops separate!

Or collect as a team and then choose a winner between you.

Q. How will you prove the bartender has that many bottle tops?

A. We will visit the winning bar and check before awarding the prize.

The winning bar will need to produce invoices for us to verify the purchases of the bottles.

Q. How many winners will there be?

A. We will have two winners. One from inside the M25 and one from outside the M25.

Q. How long does the #DamoBTC run for?

A. The event runs from October 1<sup>st</sup> until December 31<sup>st</sup> 2019 (inclusive).





# Q&As Continued

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Q. Does the winner need a valid passport?

A. Yes, the winner will need a passport valid for at least 6 months, the trip will be in H1 of 2020.

Q. What is included in the trip to Guadeloupe?

A. Flights, accommodation and transport to the Bellevue distillery where Rhum Damoiseau is made are all included.

Q. Is there a preferred way to sell Rhum Damoiseau?

A. No, you are free to be as creative as you wish and in turn collect as many bottle tops as you can.

Q. Do bartenders need to provide point updates?

A. Yes, two updates will be needed. One on 1<sup>st</sup> November and the second on 1<sup>st</sup> December. Social media pictures of the bottle tops and the #DamoBTC will be required alongside your current score.