



"Toma Tequila" Entry Form

Submission Deadline: 5 P.M., Monday, April 26, 2010

***** GRAND PRIZE *****

Winner will receive a \$250 Gift Certificate to Ortega 120, an editorial feature in *Mutineer Magazine*, and have their recipe featured on Ortega 120's award-winning cocktail menu.

Contact Information	
Name	
Street Address	
City ST ZIP Code	
Phone Number	
E-Mail Address	
Occupation	
Age	

Tequila Cocktail Recipe
<p>Please list your recipe, ingredients, and mixing instructions to prepare your original tequila cocktail recipe below or on a separate sheet of paper. To better communicate your recipe vision, it is highly recommended that entrants include a picture of the finished product.</p> <p>An expert panel of judges will be grading cocktail recipes based on the following criterion: 1) Taste 2) Creative Use of Ingredients 3) Visual Presentation 4) Mixology Practicality</p>

How To Enter

"Toma Tequila" Mixology Competition entries must be:

- 1) original recipes submitted via the provided Ortega 120 "Toma Tequila" Mixology Competition Entry Form.
- 2) submitted by amateurs only. No professional bartenders or mixologists are allowed to enter the competition.
- 3) submitted between April 10, 2010 and April 26, 2010.
- 4) creative. Remember to play with unlikely pairings to make a bold and delicious statement

Submission of a recipe is a warranty that the contestant owns all copyrights and other intellectual property rights to the recipe. Ortega 120 will have the right of promotion for the winning Tequila Cocktail Recipe.

Ortega 120 could prohibit any individual from participating in the contest or winning a prize if, in its sole discretion, it determines that said individual attempted to undermine the legitimate operation of the contest by cheating, hacking, deception, or other unfair practices: violate the Official Rules, or act in a unsportsmanlike or disruptive manner at any time during the Contest, or with intent to annoy, abuse, threaten or harass any other person. By submitting a recipe, entrants accepted all contest rules and agreed to be bound by the decisions of the judges, which will be final. Entrants also agreed that their recipe become the sole property of Ortega 120 and Ortega 120 reserves the right to edit, adapt, copyright, publish, transfer and use any or all of them, without compensation.

To enter, submit your own, creative recipe and complete the official entry form. Please email your Entry Form to ortega120contest@gmail.com OR mail to

"Toma Tequila" Mixology Contest

c/o RFPR
5225 Wilshire Blvd. Suite 718
Los Angeles, CA 90036

By April 28, 2010, Ortega 120 will notify the five finalists and ask their participation in the "Toma Tequila" Finals.

"Toma Tequila" Event Finals: Monday, May 3, 2010

The "Toma Tequila" Event will showcase the top three (3) finalists with the best tequila cocktail recipes from all the collective submissions. The "Toma Tequila" event will be held at Ortega 120 located at 1814 Pacific Coast Highway, Redondo Beach, CA 90277 at 7:00 - 10:00 PM. Finalists should be comfortable with having the media present at the event Finals and speaking to attending press, as the event will most likely be covered by the media (i.e. TV, print, online, radio).

The "Toma Tequila" panel of judges include:

- *Alan Kropf, editor-in-chief of *Mutineer Magazine*
- *Carole Dixon, editor of *FEAST LA*
- *Demi Stevens, Ortega 120 founder and master mixologist
- *Hadley Tomicki, editor of *Grub Street Los Angeles*
- *Joshua Lurie, editor of *Food GPS*

Grand Prize Details

One First Place Winner will receive: **a \$250 Ortega 120 Gift Card; their winning tequila cocktail recipe on the Ortega 120 award-winning cocktail menu for the public to order; an editorial feature in *Mutineer Magazine*; and the title of Ortega 120's "Toma Tequila" Mixology Competition Champion!** Prize claimed will be awarded. Prizes are non-transferable, no substitutions nor cash redemptions. Taxes are the responsibility of the winner. The qualified winner will receive their prizes within 1-2 weeks after notification of their winning. Winner's name, hometown, and cocktail recipe will be posted on the Ortega 120 website within 1-2 weeks of their win.

Eligibility

- *The contest is open to legal residents of the United States, age 21 years or older.
- *All contestants must be able to attend the "Toma Tequila" event scheduled on Monday, May 3, 2010 should they be selected as a finalist.
- *Contestants must not be a mixologist by profession, such as a working bartender, chef, food writer or someone who creates recipes for pay.
- *Recipe must be original and tested for taste (not previously published, won other prizes or awards in any other contest).
- *Contestants must be individuals, not by a couple or team.
- *Contestants must not be an employee of Ortega 120 or any of its affiliates.
- *Except where prohibited by law, each finalist will be required to sign a release giving Ortega 120 and its nominees full rights to use the finalist's name, likeness, image and voice for "Toma Tequila" related advertising and publicity via all media mediums.

Signature of Applicant

Date