

FAQ

1. Who can participate?

Professional bartenders of legal drinking age who work at venues registered for Negroni Week 2026.

2. Does my Negroni recipe need to follow the official specification?

Not necessarily. Creativity is encouraged.

Your cocktail should be a genuine twist on the Negroni and respect the drink's distinctive structure, balance, and bitter-sweet character. Horizontal, vertical, and diagonal twists are all welcome.

But remember: NO NEGRONI WITHOUT CAMPARI

Campari is mandatory and must be used in an exact amount of 30 ml.

The organizers reserve the right to assess whether the recipe presented can reasonably be considered a genuine Negroni twist and whether it remains connected to the cocktail's identity, structure, and balance.

3. I participated in a previous Negroni Reels Competition. Can I enter again?

Yes. Previous participants are welcome to join the competition again. Each edition is a new opportunity to showcase your creativity and compete with a brand-new Reel.

4. Can I edit the Reel after submitting it?

No. Once submitted through the platform, the Reel will be considered final and cannot be edited or replaced.

5. Can I publish the Reel on my social media channels before it has been selected?

No. Submitted Reels must remain unpublished until the Instagram Competition officially begins on September 21st, 2026.

6. Are the votes I receive on the Reel published on my profile counted?

No. Only the engagement generated on the official @campariacademy_mediterranean Instagram page will be taken into consideration.

7. Can my venue share the Reel published on the @campariacademy_mediterranean page?

Absolutely. Support from the venue is encouraged. The Reel may be shared through Stories, reposted, and promoted organically across the venue's social media channels.

8. Can I ask my customers and friends to vote or interact with the Reel?

Yes. Participants are encouraged to invite their community to like, comment on, and share the Reel in an authentic and spontaneous way.

9. What happens if fake votes or interactions are detected?

Any fraudulent activity intended to artificially influence the competition results—including the purchase of likes, comments, views, followers, or the use of bots and engagement services—will result in immediate disqualification.

The organizers reserve the right to carry out checks and verifications at any time.

10. Can I boost or sponsor my Reel or the competition posts?

No. Paid promotion, sponsored content, boosted posts, or any form of paid advertising are strictly prohibited.

Competition-related content must grow through organic engagement only.

Any participant found using paid promotion may be disqualified.

11. I won the Cask Tales Trio. How will I receive it?

You will be contacted directly by your local distribution partner, who will provide all the necessary details regarding prize delivery.

12. I won the trip to Milan, but I am unable to attend. What can I do?

Participation in the trip to Milan is not transferable and cannot be exchanged for cash, alternative prizes, or compensation of any kind.

If a winner is unable to attend, the prize will be forfeited and awarded to the next highest-ranked eligible participant.

13. My Country/Region operates under social media restrictions. Can I still participate?

Yes. Participants from Countries/Regions operating under local regulations that restrict or prohibit alcohol-related social media activity remain eligible for the competition.

To ensure compliance with applicable local regulations, participants in these markets will not be required or encouraged to publish, repost, share, or otherwise promote their Reel through their personal or venue social media channels.

Qualification and winner selection will be based on the judges' evaluation and the engagement generated on the official @campariacademy_mediterranean Instagram page, as outlined in the competition rules.

14. Who should I contact for local rules and regulations?

The local Campari Brand Ambassador and/or the local distribution partner are responsible for the local administration of the competition.

They will provide participants with the applicable local rules and regulations and ensure the competition is conducted in compliance with local legal requirements.