

2026 COMPETITION RULES



HOW TO PARTICIPATE

1^{Step}

Follow @campariacademy_mediterranean

2^{Step}

Register your venue on NegroniWeek.com
Multiple bartenders from the same venue
can participate.

3^{Step}

Create your Negroni twist vertical Reel
(max. 45 seconds).
Be creative, original and engaging.

4^{Step}

Upload your Reel on
negronireelscompetition.com

Submission period:

20 July – 11 September 2026

Please note: late submissions will not be accepted.



HOW WINNERS ARE SELECTED

1

COUNTRY/REGION QUALIFICATION

Minimum 10 valid reels for country are required to enter the competition.

Less than 10 Reels = market not eligible.

2

TOP 3 SELECTION

After submissions close, the International Jury and Local Brand Ambassadors will select the Top 3 Reels from each Country/Region.

International judges will be revealed soon on @campariacademy_mediterranean official IG page.

3

NEGRONI WEEK SHOWCASE

The Top 3 Reels from each Country/Region will be featured on @campariacademy_mediterranean official IG page during Negroni Week.

Instagram engagement collected during the showcase period will contribute to the final score.



HOW TO WIN



FINAL SCORE

After Negroni Week, each finalist will receive a final score based on:

- 40% Jury Evaluation
(International Jury + Local Brand Ambassadors)
- 60% Engagement Score
(Engagement generated on the official competition posts)

COMPLIANCE & ENGAGEMENT NOTE

All Top 3 Reels will be featured on @campariacademy_mediterranean official IG page during Negroni Week.

For consistency across all markets, only engagement generated on the official Campari Academy posts will contribute to the final score.

Markets subject to local regulatory restrictions are not required to repost the content on local or personal social media channels.

2^{Step}

PRIZES

The participant with the highest final score in each Country/Region will be declared the winner and will receive:

- Cask Tales Trio Box



3^{Step}

ROAD TO MILANO

The Negroni Reels Competition is one of the qualifying stages for the:

CAMPARI MEDITERRANEAN COMPETITION

February 2027 | House of Campari, Milan

The winning bartender from each of the Top 15 ranked Countries / Regions will qualify for the Final and be invited to represent their market in Milan