

# BUBBLE Bev. Scouting Program Regulations

Official rules for the Scouting Program for the free production of a non-alcoholic beverage

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## 1. INTRODUCTION

BUBBLE Bev. is a brand of MEADLIGHT DRINKS SRL, an Italian company specializing in the production of custom beverages on behalf of third parties. It offers co-manufacturing and private label services, managing the entire production process: from recipe formulation to packaging design, up to bottling in various formats including glass, cans, and kegs.

With a continuous commitment to developing new proposals, BUBBLE Bev. supports clients at every stage, turning initial ideas into finished products. Specialized in functional beverages, hard seltzers, CSDs, RTDs, and non-alcoholic drinks, it stands out for its drive towards innovation in the sector.

To celebrate the opening of its new headquarters and production facility in Lessona (BI), BUBBLE Bev. launches an exciting Scouting Program, offering emerging brands a unique opportunity to create innovative beverages.

### 1.1. Promoter

MEADLIGHT DRINKS SRL, with registered office at Via Vittorio Veneto 44, 13040 Buronzo VC, VAT and tax code: 02672560022, REA number: VC – 204410, share capital €500,000.00, hereinafter also referred to as the "Promoter," promotes the BUBBLE Bev. Scouting Program for 2025, supporting expressions of interest from small beverage producers to start a consultancy campaign aimed at creating and industrializing a batch of beverages.

## 1.2. Definitions

**Emerging brand:** a company (legal entity) or individual (natural person) owning an existing or in-development brand, which meets at least two of the following criteria:

- Annual turnover between €0 and €500,000;
- Between 0 and 10 employees;
- Established no more than 5 years ago;
- Potentially qualifies as a new startup (newco).

**BUBBLE Bev. Strategy:** consultancy path aimed at:

- Studying and developing a beverage recipe;
- Supporting communication and product launch;
- Producing samples aligned with the submitted project.

**Committee:** committee formed by the Promoter to evaluate proposals from the work groups.

**Scouting Program:** this initiative proposed by MEADLIGHT DRINKS SRL (hereafter "Promoter") and promoted under the BUBBLE Bev. brand.

**Project(s):** the set of activities aimed at achieving a defined result and making the creative proposal concrete and feasible.

**Creative proposal:** an original idea, not necessarily already realized, consistent with the theme or objectives of the scouting.

**Team:** individuals part of or assigned by the emerging brand who actively contribute to the brand's development and growth.

**Workshop:** group activity aimed at providing participants with the tools to transform an innovative beverage idea into a tangible, marketable product.

## 2. PURPOSE OF THE BUBBLE Bev. SCOUTING PROGRAM

The *BUBBLE Bev. Scouting Program* is designed to discover and select new talents, projects, or ideas with high potential, creating a direct link between enthusiasts, startups, and professionals in the beverage sector, encouraging original ideas and supporting their development from design to the creation of a new beverage. Through this program, emerging brands have the opportunity to enhance their innovative ideas, develop them with a practical or entrepreneurial approach, and establish new commercial relationships to facilitate market entry.

The objectives of the *BUBBLE Bev. Scouting Program* are to:

- **Discover and select** innovative ideas and solutions with industrial potential;
- **Foster the creation** of intellectual property, R&D collaborations with industry, and the birth of startups or spin-offs in the beverage sector;
- **Give substance to ideas** by offering the possibility to produce a batch for free and open new commercial opportunities;

## 2.1. Thematic focus

The current edition of the Scouting Program is entirely dedicated to promoting original and experimental ideas in the world of non-alcoholic beverages, aiming to explore new directions in taste, formulation, and consumption.

**a. Development and creation of non-alcoholic beverages inspired by alcoholic versions.**

Proposals may include non-alcoholic alternatives to cocktails, wines, beers, or liquors that maintain a complex aromatic profile and a distinctive identity.

**b. Development and creation of new original non-alcoholic beverages.**

Proposals should consider key aspects such as ingredients, organoleptic profile, packaging, storytelling, and market positioning.

Specifically, the Scouting Program aims to:

- **Encourage innovation and creativity** in the non-alcoholic beverage sector, giving space to fresh, unconventional, and sustainable ideas;
- **Offer the winning emerging brand the chance to produce free samples** of their project, turning the idea into a first real prototype;
- **Promote the launch of a new beverage** in an innovative format ranging from 50 cl to 1 liter, aligned with market trends and needs.

## 2.2. Theoretical commercial value of the services provided

MEADLIGHT DRINKS SRL provides consultancy services through the BUBBLE Bev. Strategy for a total amount of €15,000.00 as part of the BUBBLE Bev. Scouting Program.

The services provided by the Promoter are non-transferable and cannot be converted into cash.

## 3. ELIGIBLE PARTICIPANTS

All emerging brands that have not yet launched their non-alcoholic product or have yet to achieve market recognition in the non-alcoholic or alcohol-free alternatives sector may participate in the BUBBLE Bev. Scouting Program.

Additionally, the contest is open to those operating in the spirits and liquors sector who wish to create an alcohol-free alternative for their products.

### 3.1. Geographic scope

Emerging brands participating in the contest must be headquartered in Italy or Europe and active in the Italian and/or European market.

### 3.2. Bonuses

To promote inclusiveness, gender equality and support for female entrepreneurship, the Promoter introduces a dedicated bonus for emerging brands with a female component.

An additional bonus of 5 (five) points is granted to emerging brands:

- founded and/or led by female entrepreneurs, or
- that include a female component equal to at least 50% of the founding or operational team involved in the development of the project.

### 3.3 Ineligibility

Projects from emerging brands that already have ongoing collaborations with the Promoter are excluded.

## 4. PARTICIPATION PROCEDURES, PHASES, AND DEADLINES

### 4.1. PROJECT SUBMISSION

The contest is free of charge and participation is only possible by submitting documentation via the link: <https://tally.so/r/wa1kGv>

#### 4.1.1. Submission dates:

- Contest opening: 07/01/2025
- Contest closing: 09/30/2025
- First selection and access to project enhancement phase: within 30 days (10/15/2025)
- Second selection and access to mentoring phase: within 15 days (10/31/2025)

#### 4.1.2. Documentation:

The application form must include the project proposal with a detailed description of the project and its objectives, including technical and functional specifications of the proposal:

- **BEVERAGE RECIPE:** detailed description of the proposed recipe, whether defined, hypothesized, or in development, including ingredients, organoleptic characteristics, and product concept;
- **THREE-YEAR BUSINESS PLAN** or a brand development strategy focusing on financial, commercial, marketing, product, and human resources aspects;
- **MARKETING PLAN:** market positioning, target audience, sales channels, planned communication strategy;
- **BRAND IDENTITY:** if defined; alternatively mood board, stylistic references, or contact details of the communication agency/designer intended for collaboration;
- **DESIGNS, SCHEMATICS, or RENDERS** illustrating the proposed solution;
- **ADDED VALUE:** how your project stands out and contributes uniquely or innovatively to the current non-alcoholic beverage landscape.

The Promoter reserves the right to request further information from the emerging brand as deemed necessary for proper evaluation.

To safeguard future intellectual property rights, submitted materials and information will be treated confidentially; however, participants are not obligated to provide information classified as confidential or reserved. Candidates are advised to submit a comprehensive and well-detailed proposal to facilitate evaluation.

#### 4.1.3. Technical assistance for application

For general information and submission guidelines, contact the Promoter directly via email at [scoutingprogram@bubblebev.com](mailto:scoutingprogram@bubblebev.com).

## 4.2. FIRST SELECTION AND ACCESS TO THE PROJECT ENHANCEMENT PHASE

Based on an initial analysis of the innovativeness and market potential of the projects, three (3) projects will be selected to enter the enhancement phase.

The emerging brands will be invited to participate in a training workshop designed to provide participants with the necessary tools to transform an innovative beverage idea into a concrete and marketable product. The workshop will assist teams in structuring the development process, from recipe formulation to defining the business model, enabling an assessment of the project's market potential. Teams will be guided in producing the necessary documentation, which will form an integral part of the final evaluation (business model definition, market testing, commercialization strategy, etc.).

At the end of the enhancement phase, closed-door, confidential selection days will be organized, during which participants will present their innovation ideas.

## 4.3. SECOND SELECTION AND ACCESS TO THE MENTORING PHASE

The winning emerging brand will gain access to the **acceleration program completely free** of charge for the beneficiary (all expenses will be borne entirely by the Promoter). This program aims to implement the development plan for the selected project (recipe creation, prototyping and product development, label development/revision, etc.).

Project development will be supported by BUBBLE Bev. Strategy activities, aimed at producing 700 units. The activities must be completed within 90 days from the notification of access to the mentoring phase and in any case in accordance with the timelines set by BUBBLE Bev., compatible with the production steps.

### 4.3.1. Terms and Conditions

Below are the conditions governing the execution of the project, which will form an integral part of the written agreement that the Promoter will enter into with the involved parties:

- Intellectual property rights of the recipe remain attributed to BUBBLE Bev. until the actual start of production;
- At the production start date, full ownership of the recipe is transferred to the emerging brand, while the Promoter retains the right to present the project as a product developed in collaboration with the emerging brand;
- Participants in the Scouting Program must coordinate with BUBBLE Bev. and the communication team to jointly plan and manage the project's production and launch. Publication must occur simultaneously across social media channels, following a shared strategy and using content designed for cross-posting;
- Product labels will be produced by the Promoter, and the BUBBLE Bev. logo must appear on the final product.

## 4.4. PROJECT EVALUATION

### 4.4.1. Evaluation Committee Composition

The Promoter reserves the right to select the Projects eligible for the enhancement phase (section 4.2) and the Project to proceed to the mentoring phase (section 4.3) based solely on its own judgment. The evaluation of proposals will be carried out by a dedicated internal Committee composed of four (3) members selected for their expertise in project management and supervision, visual content creation, market analysis, and new business development.

#### 4.4.2. Evaluation Criteria

The Committee will assess the submitted Proposals according to the following criteria and assign the indicated scores:

Evaluation Areas	SCORE
A. Originality, innovation, and creativity Uniqueness of the idea and ability to propose innovative solutions	30 punti
B. Visual and functional impact Quality of design and potential market appeal	30 punti
C. Technical and economic feasibility Project feasibility and economic sustainability	25 punti
D. Scalability and applicability Ability to industrialize and replicate	15 punti

The overall score will be calculated by summing all the points resulting from applying the above criteria. At the end of the evaluation, a ranking list will be prepared. The ranking, ordered from highest to lowest score, will identify the winning Proposal, with reserve ranking for a total of three (3) selected Proposals. The Committee may proceed with evaluation and award proposals even if only one Proposal is submitted.

A formal report will be prepared on the evaluation procedure.

#### 4.4.3. Winner Announcement

The winner will be announced in the first quarter of 2026 through BUBBLE Bev.'s official channels.

## 5. LEGAL TERMS AND CONDITIONS

The Promoter is not responsible for technical problems, delays, or other difficulties that may prevent participation.

Participants declare that the ideas submitted are original and do not infringe on third-party rights, including intellectual property rights; the Promoter reserves the right to exclude involved participants.

By participating in the BUBBLE Bev. Scouting Program, candidates authorize the Promoter to use their logos and submitted materials for promotional purposes related to the initiative, without any economic compensation.

Participation in the BUBBLE Bev. Scouting Program implies full acceptance of these regulations.

The Promoter reserves the right to modify, suspend, or cancel the BUBBLE Bev. Scouting Program at any time for organizational reasons or force majeure, with appropriate notice.

The winning emerging brand commits to completing the selected project; if it decides to withdraw from the process, the Promoter reserves the right to request reimbursement of already initiated activities. The next project in the ranking will be automatically selected.

## 6. PRIVACY AND TRANSPARENCY

The data provided by the Participant requesting to join the BUBBLE Bev. Scouting Program, as well as any subsequently communicated data for its implementation, will be processed in compliance with Legislative Decree no. 196/2003 and EU Regulation 2016/679, and only for the institutional purposes for which they were collected, as detailed in the privacy notice included in the application form. Any processing for additional or different purposes will require specific consent.

Participants' personal data will be processed in compliance with applicable privacy laws and used exclusively for managing the BUBBLE Bev. Scouting Program.  
By submitting the application, participants declare acceptance of the regulations in their entirety.

## 7. JURISDICTION

Participants and MEADLIGHT DRINKS SRL agree to amicably resolve any disputes arising from the interpretation or execution of these Regulations.

The interpretation and execution of these Regulations, as well as any related contracts or agreements, are governed by Italian law.

If an agreement cannot be reached amicably, any dispute regarding the validity, interpretation, execution, or resolution of these Regulations will fall under the exclusive jurisdiction of the Court of Biella.