

BUBBLE Bev. Scouting Program 2026 Regulations

Official rules and regulations of the Scouting Program

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1. INTRODUCTION

BUBBLE Bev. is a brand of MEADLIGHT DRINKS SRL, an Italian company specializing in the production of customized beverages for third parties. The company offers co-manufacturing and private label services, managing the entire production process: from recipe formulation and packaging design to bottling in various formats, including glass, cans, and kegs. With a constant commitment to developing new products, BUBBLE Bev. actively promotes inclusivity and the development of entrepreneurial opportunities without discrimination, supporting customers at every stage and transforming initial ideas into finished products. Specialized in functional beverages, hard seltzers, carbonated soft drinks (CSD), ready-to-drink beverages (RTD), and alcoholic and non-alcoholic beverages, the company stands out for its strong drive toward innovation within the industry.

1.1. Promoter

MEADLIGHT DRINKS SRL, with registered office at Via Vittorio Veneto 44, 13040 Buronzo (VC), Italy, Operational headquarters in Piazza Valerio Grosso 1, 13853 Lessona BI, VAT and Tax Code No. 02672560022, REA No. VC-204410, share capital €500,000.00, hereinafter referred to as the "Promoter", promotes the BUBBLE Bev. Scouting Program for the year 2026, supporting expressions of interest from small beverage-sector operators wishing to undertake a consultancy pathway aimed at the creation and industrialization of a beverage production batch.

1.2. Definitions

Emerging Brand: a legal entity or individual owning an existing brand or a brand under development that 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 configurable as a new company (newco).

BUBBLE Bev. Strategy: a consulting pathway aimed at:

- Research and development of a beverage recipe;
- Support for product communication and launch;
- Production of samples consistent with the submitted project.

Commission: the committee appointed by the Promoter to evaluate proposals submitted by participating teams.

Scouting Program: the initiative promoted by MEADLIGHT DRINKS SRL through the BUBBLE Bev. brand.

Promoter: MEADLIGHT DRINKS SRL, through the BUBBLE Bev. brand, defines the objectives, participation criteria and selection process with the aim of identifying and promoting emerging brands, innovative projects and creative talent aligned with the Company's values and vision.

Project(s): the set of activities required to achieve a defined result and make the proposed concept concrete and feasible.

Concept Proposal: an original idea, not necessarily already implemented, but consistent with the theme and objectives of the scouting initiative.

Team: individuals belonging to or appointed by the emerging brand who actively contribute to its development and growth.

Workshop: a group activity designed to provide participants with the tools necessary to transform an innovative beverage concept into a concrete and commercially viable product.

2. PURPOSE OF THE BUBBLE Bev. SCOUTING PROGRAM

The BUBBLE Bev. Scouting Program is an initiative designed to discover and select new talents, projects and ideas with high potential, creating a direct connection between enthusiasts, startups and beverage industry professionals, encouraging the development of original concepts from the design stage through to the creation of a new beverage.

Through this program, emerging brands have the opportunity to enhance their innovative ideas, develop them into practical or entrepreneurial projects and establish new commercial relationships that facilitate market entry.

The objectives of the Program are:

- to **discover and select** innovative ideas and solutions with industrial potential;
- to **encourage the creation** of intellectual property, research and development collaborations with industry, and the establishment of startups or spin-offs in the beverage sector;
- to **transform ideas into reality** by offering the opportunity to produce a free production batch and create new commercial opportunities.

2.1. Focus area

The current edition of the Scouting Program is entirely dedicated to promoting original and experimental ideas in the world of beverages, with the goal of exploring new directions in taste, formulation and consumption experience.

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

Proposals should address key aspects such as ingredients, sensory profile, packaging, storytelling, and market positioning.

- b. **Development and creation of non-alcoholic beverages inspired by alcoholic counterparts.** Proposals may include, for example, non-alcoholic alternatives to cocktails, wines, beers, or spirits, while preserving a complex flavor profile and a distinctive identity.

The Program specifically aims to:

- **Encourage innovation and creativity** in the beverage sector by supporting fresh, unconventional and sustainable ideas;
- **Offer the winning emerging brand the opportunity to produce samples** of its project free of charge, transforming the concept into a first real prototype;
- **Promote the launch of a new beverage** in one of the following formats:
 - Glass bottle: 180 ml, 200 ml, 275 ml and large formats up to 1 litre;
 - Aluminium can: 150 ml slim, 200 ml slim, 250 ml slim, 250 ml sleek, 330 ml sleek;
 - KEG format.

2.2. Theoretical commercial value of services provided

MEADLIGHT DRINKS SRL will provide consultancy services through the BUBBLE Bev. Strategy program with a total theoretical value of €15,000.00.

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

Shelf life and shipping costs are not included in the commercial value of the services provided and shall be borne entirely by the winner.

3. ELEGIBILITY

The *BUBBLE Bev. Scouting Program 2026* is open to all emerging brands that have not yet launched their product/beverage and that aim to establish themselves in their target market (alcoholic, non-alcoholic, or alcohol-free alternatives).

3.1. Territorial scope

Participating emerging brands must be established within Italy or Europe and be active in the Italian and/or European market.

3.2. Additional Merit Points

To promote inclusivity, gender equality and support for female entrepreneurship, the Promoter introduces an additional merit score for emerging brands with a female component.

An additional 5 points will be awarded to emerging brands:

- Founded and/or led by women; or
- Having at least 50% female participation within the founding or operational team involved in project development.

3.3. Ineligibility

Projects submitted by emerging brands that already collaborate with the Promoter are not eligible.

4. PARTICIPATION PROCEDURE, PHASES AND DEADLINES

4.1. SUBMISSION OF PROJECTS

Participation is free of charge. Applications must be submitted exclusively by sending ANNEX A – **APPLICATION FORM** to scoutingprogram@bubblebev.com.

4.1.1. Submission date

- Competition opening: 13 July 2026
- Competition closing: 31 October 2026
- First selection and access to project enhancement phase: by 15 November 2026
- Second selection and access to mentoring phase: by 30 November 2026

4.1.2. Required documentation

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

- **BEVERAGE RECIPE:** a detailed description of the proposed recipe, whether already defined, conceptualized, or under development, including ingredients, organoleptic characteristics, and the overall product concept;
- **THREE-YEAR BUSINESS PLAN** or a brand development strategy focusing on financial, commercial, marketing, product development, and human resources aspects;
- **MARKETING PLAN:** market positioning, target audience, sales channels, and planned communication strategy;
- **BRAND IDENTITY**, if already defined; alternatively, a mood board, stylistic references, or details of the communication agency/designer with whom the applicant intends to collaborate;
- **DRAWINGS, DIAGRAMS, OR RENDERS** illustrating the proposed solution;
- **ADDED VALUE:** an explanation of how the project differentiates itself and provides a unique or innovative contribution to the current beverage market.

The Promoter reserves the right to request from the emerging brand any additional information or documentation deemed necessary and useful for a proper and comprehensive evaluation of the application.

In order to preserve the possibility of protecting intellectual property rights in the future, all submitted materials and the information contained therein shall be treated as strictly confidential. However, participants are not required to disclose information that may be classified as confidential and/or proprietary, and the decision to provide such information remains entirely at their discretion.

Applicants are nevertheless encouraged to submit a comprehensive and well-detailed proposal in order to facilitate the evaluation process.

4.1.3. Technical assistance for application submission

For general information regarding the content of the application and the guidelines for submission, applicants may contact the Promoter directly by email at scoutingprogram@bubblebev.com.

4.2. FIRST SELECTION AND ACCESS TO THE PROJECT ENHANCEMENT PHASE

Based on an initial assessment of the projects' level of innovation and market potential, 3 (three) projects will be selected and admitted to the enhancement phase.

Emerging brands may participate in a training workshop designed to provide participants with the tools necessary to transform an innovative beverage idea into a concrete and marketable product. The workshop will help teams structure the development process, from recipe formulation to business model definition, enabling them to assess the project's market potential. Teams will also receive support in preparing the required documentation, which will form an integral part of the final evaluation (including business model definition, market testing, commercialization strategy, etc.).

At the end of the enhancement phase, dedicated project selection sessions will be organized behind closed doors and under conditions of confidentiality, during which participants will present their innovation concept.

4.3. SECOND SELECTION AND ACCESS TO THE MENTORING PHASE

The winning emerging brand, at no cost to the beneficiary (all expenses shall be fully covered by the Promoter), will gain access to the acceleration program aimed at implementing the development plan of the submitted project (recipe creation, product prototyping and development, label development/revision, etc.).

The project development will be supported by BUBBLE Bev. Strategy activities, aimed at the production of 3,000 liters. The activities covered by this phase must be completed within 90 days from the notification of access to the mentoring phase, and in any case in accordance with the timelines established by BUBBLE Bev., consistent with the production stages.

4.3.1. Conditions and Constraints

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

- the intellectual property of the recipe shall remain with BUBBLE Bev. until the moment of actual production launch;
- as of the production launch date, full ownership of the recipe shall be transferred to the emerging brand, while the Promoter shall have the right to present the project as a product developed in collaboration with the emerging brand;
- the participants in the Scouting Program must coordinate with BUBBLE Bev. and the communications team in order to jointly plan and manage the production and launch of the project. Publication must take place simultaneously across social media channels, following a shared strategy and through content designed for cross-posting;
- product labels shall be created by the Promoter, and the BUBBLE Bev. logo must appear on the final product.
- shelf life and shipping costs are not included in the commercial value of the services provided and shall be borne entirely by the winner.

4.4. PROJECT EVALUATION

4.4.1. Composition of the evaluation committee

The Promoter reserves the right to select the Projects that may access the enhancement phase (Section 4.2) and the Project that will access the mentoring phase (Section 4.3), based on its sole discretion.

The evaluation of the proposals shall be carried out by a dedicated internal Committee composed of 3 (three) members selected for their expertise in project management and supervision, visual content creation, market analysis, and the development of new business opportunities.

4.4.2. Evaluation criteria

The Committee shall evaluate the submitted project proposals according to the following criteria and assign the scores indicated:

EVALUATION AREAS	SCORE
A. Originality, innovation and creativity of the idea Uniqueness of the idea and ability to propose innovative solutions	35 points
B. Scalability and applicability Ability to be industrialized and replicated	30 points
C. Technical feasibility Realisability and economic sustainability of the project	20 points
D. Visual and functional impact Quality of design and market appeal potential	15 points

The overall score shall be calculated by summing all scores assigned to each evaluation element resulting from the application of the criteria described above.

At the end of the evaluation of the submitted proposals, a ranking list shall be drawn up. The ranking, prepared on the basis of the scores obtained by the candidates (from highest to lowest), will identify the winning project proposal, subject to possible subsequent selection, for a total of 3 (three) selected project proposals.

The Committee shall have the right to carry out the evaluation and, where applicable, propose the awarding of prizes even if only a single proposal has been submitted.

A dedicated report shall be prepared documenting the evaluation procedure.

4.4.3. Announcement of the Winner

The winner will be announced in the first quarter of 2027 through BUBBLE Bev.'s official channels.

5. LEGAL TERMS AND CONDITIONS

The Promoter shall not be held responsible for any technical issues, delays, or other difficulties that may prevent participation.

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

By participating in the BUBBLE Bev. Scouting Program, candidates authorize the Promoter to use their logo and submitted materials for promotional purposes related to the initiative, without any financial compensation. Participation in the BUBBLE Bev. Scouting Program implies full acceptance of these rules and 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, providing appropriate notice.

The emerging brand selected as winner of the contest undertakes to complete the selected project. If it decides to withdraw from the execution process, the Promoter reserves the right to request reimbursement for any activities already initiated. The next project in the ranking order will be automatically selected.

6. PRIVACY AND TRANSPARENCY

The data provided by the Participant requesting to take part in the BUBBLE Bev. Scouting Program, as well as any data subsequently communicated to the Promoter for the purposes of its implementation, shall be processed in compliance with the provisions of Italian Legislative Decree No. 196/2003 and EU Regulation 2016/679 (GDPR), and solely for the pursuit of the institutional purposes for which they were collected, as further specified in the privacy notice included in the application form. Any processing carried out for additional or different purposes shall be subject to specific consent.

The personal data of participants shall be processed in accordance with applicable privacy regulations and used exclusively for the management of the BUBBLE Bev. Scouting Program.

By submitting their application, participants declare that they accept the rules and regulations in their entirety.

7. JURISDICTION

The Participants and MEADLIGHT DRINKS SRL agree to amicably resolve any dispute that may arise from the interpretation or execution of these Rules.

The interpretation and execution of these Rules, as well as the relationships arising therefrom and from any implementing contracts or agreements, shall be governed by Italian law.

In the event that it is not possible to reach an amicable settlement, any dispute concerning the validity, interpretation, or execution of these Rules shall fall under the exclusive jurisdiction of the Court of Biella.