

THE HEAT IS ON

BELGIUM'S HOTTEST BAR CONTEST

Version 1

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THE HEAT IS ON – BARTENDER RULESHEET

Participation Participation is limited to bars and bartenders formally selected or approved for "The Heat Is On". # Submission Each participating bar submits the requested bartender and signature cocktail information. Unless otherwise agreed, one approved cocktail is published per participating outlet. # Accuracy Submitted names, ingredients, descriptions and images must be accurate, appropriate and cleared for campaign use. # Unique QR code Each outlet receives a unique QR code linked to its own cocktail voting page. The code may be promoted and displayed but may not be modified, redirected or technically manipulated. # One vote per bar per day A consumer may use the QR code to cast one accepted vote for a specific bar per device per calendar day (Europe/Brussels). A consumer may vote for other participating bars on the same day. # Repeated scans Scanning the same bar's QR code more than once does not create additional valid votes during that day. # Fair promotion Bartenders and bars may promote their participation through normal in-venue and owned communication channels, provided the voting restrictions are respected. # Prohibited activity Bots, scripts, purchased or automated traffic, device farms, coordinated technical circumvention, QR manipulation and any attempt to generate artificial votes are prohibited. # Monitoring The campaign platform records technical signals required to prevent repeat voting and identify unusual patterns, in accordance with the approved privacy information. # Invalid votes 21 Agency and/or the brand owner may investigate suspicious activity and exclude votes that are reasonably determined to be invalid or generated in breach of these rules. # Leaderboard status The live leaderboard is provisional and may change following validation. The final campaign result is confirmed by 21 Agency and/or the brand owner. # Campaign conduct Participating bars and bartenders are expected to follow the approved campaign, brand, responsible-drinking and legal guidelines supplied for the activation. # Updates If the rules are updated, the latest published version in the web application and downloadable PDF applies from its publication date. # Questions Questions or corrections should be submitted through the campaign contact details provided by 21 Agency.

The live leaderboard is provisional. 21 Agency BV and/or the brand owner confirm the final campaign result. Enjoy responsibly — 18+. TABASCO and the DIAMOND LOGO are trademarks of and licensed by McIlhenny Co.