



JING TEA

The Effortless Pour — Non Alc Cocktail Competition 2026

Terms and Conditions

Effective Date: 5th May 2026

1. Promoter

This competition (the “Competition”) is organised and promoted by Jing Tea Limited, whose registered office is at Wrotham Place, Bull Lane, Wrotham, Near Sevenoaks, Kent, TN15 7AE, United Kingdom, registered in England and Wales with company registration number 5142045 (“JING Tea”, “we”, “us”, or “our”).

For any queries relating to this Competition, please contact: competitions@jingtea.com or 020 7183 2113.

2. Competition Period

The Competition opens for entries on Tuesday 5th May 2026 at 00:00 BST and closes on Sunday 14th June 2026 at 23:59 BST (the “Closing Date”). Entries received after the Closing Date will not be considered.

JING Tea reserves the right to amend the Competition timeline at any time. Any changes will be communicated via JING Tea’s official channels.

3. Eligibility

To be eligible to enter, participants must:

- Be aged 18 or over at the time of entry;
- Be a legal resident of the United Kingdom;
- Be employed in a professional hospitality or bar industry capacity (e.g. bartender, mixologist, barista, beverage manager, or equivalent);
- Be employed by or representing a venue that currently uses or has agreed to stock JING Tea Concentrates during the Competition period;
- Ensure their venue features a JING Tea Concentrate non-alc serve on the menu or as a special for a minimum of one calendar month during the period May to August 2026, with the JING Tea name clearly displayed;
- Comply with all applicable laws and regulations.

The following persons are not eligible to enter:

- Employees, contractors, or agents of JING Tea Ltd;
- Members of the immediate families or households of the above;
- Judges or anyone involved in the administration of the Competition.

Entries must be submitted by individuals. Multiple entries from different individuals at the same venue are permitted; however, each person may only submit one entry per Competition.

4. How to Enter

To enter the Competition, participants must:

- Create an original non-alcoholic serve using at least one JING Tea Concentrate, using a maximum of four (4) ingredients in total (including the concentrate);

- Ensure the drink does not exceed 0.5% ABV; the ABV of the drink must be clearly stated in the submission;
- Share a photograph of the completed drink on Instagram, tagging @jingtea and using the hashtags #nonalc and #effortlesspour;
- Include the recipe and a drink story of no more than 200 words explaining the choices, techniques, and thought process behind the creation;
- Submit the entry via the official submissions page by the Closing Date;
- Where the post is made from a venue's account rather than the individual's personal account, the post must clearly credit the name of the individual creator.

Participants who do not have access to Instagram should contact their JING Account Manager to arrange an alternative submission method before the Closing Date.

5. Entry Requirements

All entries must:

- Be the original, unaided work of the entrant;
- Not infringe the intellectual property rights, privacy rights, or any other rights of any third party;
- Not contain any content that is offensive, defamatory, obscene, unlawful, or otherwise inappropriate, as determined at the sole discretion of JING Tea;
- Comply with Instagram's Community Guidelines and Terms of Service;
- Clearly state the ABV of the submitted drink (maximum 0.5% ABV);
- Be submitted in English.

JING Tea reserves the right to disqualify any entry that does not comply with these Terms and Conditions or that is otherwise ineligible.

6. Judging

First Round

All valid entries will be reviewed by JING Tea Brand Ambassadors following the Closing Date. Recipes, photographs, and drink stories will be assessed to produce a shortlist of finalists. Shortlisted finalists will be notified in July 2026.

Finals

Shortlisted finalists will be invited to present their creations in person at a leading London hospitality venue (anticipated week commencing 17th August 2026). Drinks will be prepared and tasted live by a panel of expert judges.

Judging Criteria

All entries will be assessed against the following criteria:

- Taste – balance, flavour impact, and overall enjoyment;
- Presentation – visual appeal and serve quality;
- Storytelling – the inspiration, craft, and thought process behind the drink;
- Simplicity & Execution – clarity of recipe, ease of preparation, and consistency of delivery.

The judges' decision is final. No correspondence will be entered into regarding the outcome of any judging round.

7. Prizes

First Place

- Showcase of the winning drink at Parched 2026 (the UK's leading non-alc hospitality event, hosted by Tom Surgey) — the winning serve featured at the cocktail bar, with full credit to the creator and their venue;
- Feature in prestigious hospitality press;
- 1:1 masterclass with JING Tea's Head of Tea;
- A curated selection of JING's finest teas and teaware;
- £200 (GBP) voucher.

Second Place

- A curated selection of JING's finest teas and teaware;
- £100 (GBP) voucher.

Third Place

- A curated selection of JING's finest teas and teaware.

Prizes are non-transferable and there is no cash alternative. JING Tea reserves the right to substitute a prize of equivalent or greater value if the advertised prize becomes unavailable for reasons beyond our reasonable control. Prizes will be awarded to the individual entrant, not to the venue.

Vouchers are subject to any terms and conditions imposed by the relevant issuer and must be redeemed within twelve (12) months of issue.

8. Winner Notification

Winners will be notified directly by JING Tea via Instagram direct message or via the contact details provided. If a winner cannot be contacted or does not respond within fourteen (14) days of notification, JING Tea reserves the right to award the prize to an alternative finalist at its discretion.

9. Intellectual Property & Use of Entries

Entrants retain ownership of their original recipes. However, by submitting an entry, each entrant grants JING Tea a non-exclusive, royalty-free, worldwide licence to use, reproduce, publish, display, and adapt their entry (including the photograph, recipe, and drink story) for marketing, promotional, and editorial purposes, including but not limited to social media, press features, and event materials, for a period of three (3) years following the Competition closing date.

Entrants will be credited by name in any commercial use of their work where reasonably practicable.

10. Data Protection & Privacy

JING Tea Ltd is the data controller for all personal data collected in connection with this Competition. Personal data (including name, venue, Instagram handle, and any contact details provided) will be processed for the purposes of administering the Competition, contacting entrants, and, where consent is given, for future marketing communications.

Data will be retained only for as long as necessary for these purposes, and in accordance with JING Tea's Privacy Policy available at www.jingtea.com. Entrants have the right to access, correct, or request erasure of their personal data by contacting dataprotection@jingtea.com.



JING Tea processes this data under the lawful basis of legitimate interests (competition administration) and, where applicable, consent (marketing). This Competition is subject to the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

11. Social Media & Instagram

This Competition is in no way sponsored, endorsed, or administered by, or associated with, Instagram or Meta Platforms, Inc. By entering the Competition via Instagram, entrants acknowledge that they are providing their information to JING Tea and not to Instagram. Any questions or complaints regarding the Competition must be directed to JING Tea, not to Instagram.

Entrants are responsible for ensuring that their Instagram accounts are set to public for the duration of the Competition period so that entries can be verified. JING Tea accepts no liability for entries that cannot be viewed due to privacy settings.

12. General Conditions

JING Tea reserves the right to:

- Cancel, amend, or suspend the Competition, or amend these Terms and Conditions, at any time and for any reason, with reasonable notice where practicable;
- Disqualify any entrant who is found to have tampered with the entry process, acted fraudulently or dishonestly, or breached these Terms and Conditions;
- Verify the eligibility of any entrant or winner at any stage of the Competition.

JING Tea accepts no liability for: (i) entries that are lost, delayed, corrupted, or damaged; (ii) any technical failures affecting entry submission; or (iii) any loss or damage suffered by an entrant in connection with this Competition, except where such loss arises from JING Tea's negligence or fraud.

Nothing in these Terms and Conditions shall limit or exclude JING Tea's liability for death or personal injury caused by its negligence, or for fraud or fraudulent misrepresentation.

These Terms and Conditions are governed by the laws of England and Wales, and any disputes shall be subject to the exclusive jurisdiction of the courts of England and Wales.

13. Regulatory Compliance

This Competition is a skill-based prize competition and is not a lottery or gambling activity within the meaning of the Gambling Act 2005. No purchase is necessary to enter.

This Competition and all associated promotional activity complies with the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code) as administered by the Advertising Standards Authority (ASA). Entrants are reminded that any social media posts relating to competition entry may need to be labelled in accordance with applicable ASA guidelines on advertising disclosures.

All drinks submitted must comply with applicable UK food labelling and alcohol regulations. Entries exceeding 0.5% ABV will be disqualified.

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