

1,000 BREWERS SPECIAL AGENTS

As part of your training as Special Agents, and to commemorate International Beer Day, we invite you to take part in the new edition of
1,000 Heart-Born Brewers

Mission:

We'll have two practice rounds where you'll face questions that will put your beer knowledge to the test.

At the end of these two rounds, teams will advance to the Grand Finale to earn the title of local champions and compete for:

THE GREAT CROWN



Registration: from July 28 to August 10, 2025.

1. Form teams of five agents from the same location.
2. Select a captain who will register the team on **1000cbi.com** with the following details:

- **Team name**
- **Full name of each agent**
- **Employee number of each agent**
- **Captain's email and phone number**
- **Location**

Remember:

- Once your team is registered, participants cannot be changed.
- Your team will earn 1 extra point for each member with an active Viva account*.
- An agent cannot be registered on two or more teams.

***Extra points will be added to the score that marks the 1000cbi.com ranking at the end of the Grand Finale.**

Practice rounds: August 11–24

(First round: August 11–17. Second round: August 18–24)

The Team Captain will be responsible for logging in to 1000cbi.com using their email and employee number (this information must match exactly with the previously registered details). During the entire operation, the Captain must stay alert: we will send them key information to share with their team in order to successfully complete each phase of the mission.



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The Operation:

- Each team will face **two practice rounds**. In each round, they must answer **10 questions**.
- Your goal: **answer as many questions correctly as possible in the shortest time**.

Special Mission – 100th anniversary:

- To celebrate 100 years of **Corona and Modelo**, every round will include **one special question about both brands**, each worth **double points**.

Strategy Points:

- Your team will earn **1 extra point for each member with an active Viva account**.
- Extra points will be added to the score that marks the 1000cbi.com ranking at the end of the Grand Finale.

Remember: To advance to the Grand Finale, it is mandatory to participate in both practice rounds.



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The Grand Finale: September 5

If, due to **force majeure**, any member cannot attend in person, the team must report it by sending an email to **commssupplychain@cbrands.com**.

Mission recommendation: each squad should have at **least 3 agents** present at the Grand Finale to ensure the success of the operation.

Grand Finale's rewards

- There will be **1 winning squad per location** (Nava, Obregón, CDMX, Veracruz, Chicago, San Antonio).
- Each agent of the champion teams will receive an **Amazon gift card worth \$200 USD**.
- Then, all finalist teams will face a **special round** where **the binational champion team** will be chosen to win the coveted Great Crown.
- A total of **30 agents will be crowned as winners**.

Mission notifications

- The **Captain of each finalist team** will receive a notification via **email or cellphone** with special instructions.
- The names of the winners by location, as well as the **binational champion team**, will be revealed in the **Grand Finale**.

**I'm counting on you
to complete this mission
and win the Great Crown!**



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