

TERMS & CONDITIONS

These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry / claim instructions are deemed to form part of the Terms and Conditions and by participating in the promotion or by accepting the prize you will be deemed to have accepted and be bound by the Terms and Conditions. Please retain a copy for your information.

THE PROMOTER

1. Walkers Snacks Limited, 7th Floor, One Station Hill, Reading, RG1 1LN.

2. ELIGIBILITY

a. This promotion is open to Retail Businesses (“Business”) that are Booker, Bestway or Unitas wholesale members (the “Eligible Wholesalers”) and residents of the United Kingdom (England, Wales, Scotland and Northern Ireland) only, aged 18 years or over, excluding employees of the Promoter, employees of the Eligible Wholesaler, associated agents, or anyone else professionally connected with the promotion.

b. Entrants who purchase qualifying products in their role as an employee of a Business must have their employer’s permission to enter this promotion and must comply with any relevant procedures their employer has established, including any rules for participating in promotions. For the avoidance of doubt, an entrant/winner/runner-up is the business regardless of who makes the entry.

c. Please note that while we encourage you to participate and enjoy the benefits of the Promotion, we believe in the responsible consumption and sale of our products. Do not purchase more product than you can reasonably use or display just to participate in this Promotion.

3. PROMOTIONAL PERIOD

The prize promotion opens at 00:00 on 1st June 2026 and closes at 23:59 on 19th July 2026 (the “Promotional Period”).

4. **HOW TO ENTER**

a. Purchase necessary. Purchase 4x cases of any Walkers product in one singular transaction during the Promotional Period, from an Eligible Wholesaler, either instore or online (where available). **Please retain proof of purchase.**

b. Scan the QR code or go to Walkersfootballtrade.com and enter your first name, surname, business name, registered business address, email address and mobile phone number.

Please retain itemised receipt/invoice with name of Eligible Wholesaler time and date of purchase within the Promotional Period.

c. Max 1 entry per Business in total during the Promotional Period. For the avoidance of doubt only one business name, registered business address, unique mobile number and email address will be accepted. A receipt can only be used once. A receipt cannot be shared amongst entrants. Any entrant(s) using multiple business names, mobile numbers/email addresses or sharing receipts to enter the promotion will be disqualified and any prize void. The Promoter reserves the right to determine, in its sole and absolute discretion, whether an entrant has already submitted an entry and to disqualify any subsequent entries or prize entitlement.

d. No third party or bulk entries. Entries via third parties or syndicates, entries by macros or other automated means and entries which do not satisfy the requirements of these Terms and Conditions in full will be disqualified. If it becomes apparent in the reasonable opinion of the Promoter that any entrant is using any means to circumvent this condition such as, and without limitation, fraudulently falsifying data; acting fraudulently or dishonestly in the opinion of the Promoter; using identities other than their own; creating fake identities or using any other automated or manual means in order to increase that business entries or otherwise acting in violation of these terms, these entrants will be disqualified, and any prize entitlement will be void.

5. **PRIZE FUND**

a. First Prize: 1 x £10,000 paid into a UK bank account in the business name only.

b. 25 x Runners-Up each receive 1x FIFA and Walkers branded football.

c. 75 x Runners-Up each receive 1x FIFA and Walkers branded black cap (1 size only).

- d. The First Prize Winner and Runners-Up will be responsible for any tax liability which may arise in connection with the receipt of their prize.
- e. The prize is not transferable and there is no cash alternative in whole or in part.
- f. The Promoter reserves the right to replace a prize with an alternative prize of equal or higher value if circumstances beyond the Promoter's control makes it necessary to do so.

6. **WINNER SELECTION**

- a. The First Prize Winner and Runners-Up will be independently drawn using a random number generator within 14 working days of the Closing Date.
- b. The first entrant drawn that meets the entry criteria, will be awarded the First Prize ('First Prize Winner').
- c. The next 25 entrants drawn will be awarded 1x FIFA and Walkers branded football and the next 75 entrants drawn will be awarded a 1x FIFA and Walkers branded black cap (each a 'Runner-Up').
- d. For the avoidance of doubt, the prize will be awarded to business named on the invoice, regardless of who made the entry and/or the purchase.

7. **WINNER NOTIFICATION**

- a. The First Prize Winner will be notified by the Promoter's agency by email and phone with the details used at the point of entry within 14 working days of the end of the Promotional Period and asked to provide valid proof of purchase, and proof of business within 14 working days by email. It is the responsibility of the entrant to ensure that they respond to the First Prize Winner notification by replying to the email and phone within 14 days of notification. **Valid proof of purchase must show name of Eligible Wholesaler time and date of purchase within the Promotional Period.**
- b. If the First Prize Winner does not respond within the initial 7 days of the initial prize notification, they will be emailed and called again and given a further 7 days to respond. If contact

cannot be made, or the prize is not claimed, or the Winner cannot provide valid proof of purchase or valid proof of business within 14 days of the initial prize notification date, the prize will be awarded to a new First Prize Winner drawn at the same time as the original.

c. Each Runner-Up will be notified by the Promoter's agency by email within 14 working days of the end of the Promotional Period and asked to claim their prize and confirm delivery address within 14 working days. A Runner-Up may be asked to provide valid proof of purchase, and proof of business. It is the responsibility of the entrant to ensure that they respond to the Runner-Up notification by replying to the email within 14 days of notification, and to provide valid proof of purchase and proof of business if requested. **Valid proof of purchase must show name of Eligible Wholesaler time and date of purchase within the Promotional Period.**

d. If a Runner-Up does not respond within the initial 7 days of the initial prize notification, they will be emailed and called again and given a further 7 days to respond. If contact cannot be made, or the prize is not claimed, or the Runner-Up cannot provide valid proof of purchase or valid proof of business, if requested, within 14 days of the initial prize notification date, the prize will be awarded to a new Runner-Up drawn at the same time as the original.

e. The Promoter cannot be held responsible for the Winner or any Runner-Up failing to supply accurate information which affects prize acceptance or delivery of their prize.

f. The Promoter reserves the right to verify the Winner and any Runner-Up and ask for proof of eligibility, identity, age, address, employer's permission (where relevant) and invoice with proof of purchase and to disqualify an entrant and withdraw prize entitlement where there are reasonable grounds to believe there has been a breach of these Terms and Conditions.

g. The Promoter reserves the right to disqualify any entrant where it has reasonable grounds to believe that the entrant requires permission from their employer to participate in this promotion and that they do not have such permission (or have not complied with any procedures or rules of their employer governing participation in promotions).

h. The Promoter does not accept any responsibility in the event First Prize winner or a Runner-Up is not able to take their prize.

8. **PRIZE FULFILMENT**

- a. The First Prize winner will be required to provide details of a UK sterling bank account in the business name. The prize will be paid by BACS transfer within 30 working days of prize claim.
- b. Runners-up prizing will be dispatched within 28 working days of prize claim. Prizing will be sent by next day delivery service to the address confirmed by the runner-up.

9. **LIMITATION OF LIABILITY**

- a. Entry to the Promotion is at the entrant's sole risk. Except as specifically set out herein and to the maximum extent permitted by law, all conditions, warranties and representations expressed or implied by law are hereby excluded. To the fullest extent permitted by law, the Promoter, its agents and distributors hereby excludes and will not be liable to any entrant or third party in connection with or arising out of this promotion howsoever caused, including for any costs, expenses, claims, forfeited prizes, damages, loss (including, without limitation, indirect, special or consequential loss or loss of profits) and other liabilities (whether in contract, tort or otherwise), provided that nothing herein shall operate so as to limit or exclude the Promoter's liability for personal injury or death caused by the Promoter's negligence. For the avoidance of doubt, this clause shall also apply in respect of any prize provided by a third-party provider.

10. **DATA PROTECTION**

- a. Any and all personal data provided by you in connection with this Promotion will be used solely by the Promoter (or its appointed agents) to: (i) assist with running the Promotion; and/or (ii) conduct analytics to improve the Promoter's promotions, products or services. The Promoter (or its appointed agents) will not contact you for reasons other than this Promotion unless you have provided your express consent. All personal data will be handled in accordance with the Promoter's privacy policies, available at:
<https://pepsicoprivacypolicy.com/en?domain=walkers.co.uk>.

11. **GENERAL**

- a. Promoter's decision is final and binding. No correspondence will be entered into. Entry deems acceptance of these Terms and Conditions.
- b. Instructions provided at the point of entry form part of the Terms and Conditions of this Promotion. In the event of a conflict, these Terms and Conditions take precedence.

- c. The Promoter reserves the right, at its sole discretion, to eliminate or disqualify any entries or entrants that it regards as being in breach of these Terms and Conditions or the spirit of the Promotion. Those who try and circumvent the entry process and/or entry instructions by any method, will be disqualified and any prize award will be void.
- d. The Promoter reserves the right to cancel, amend, withdraw, terminate or temporarily suspend this Promotion in the event of any unforeseen circumstances or technical reason outside its reasonable control, with no liability to any entrants or third parties but will use all reasonable endeavours to avoid consumer disappointment. Such circumstances include, but are not limited to industrial action, civil unrest, fire, flood, storms, earthquakes, acts of terrorism, acts of war, governmental action or any other event that is beyond the control of the Promoter.
- e. The Promoter takes no responsibility for entries that are delayed, incomplete or lost due to technical reasons or otherwise.
- f. The Promoter accepts no responsibility for system errors or other issues that may result in disruption to winner notifications or prizes. The Promoter or their agencies will not be responsible for the non-inclusion of entries, including any such failure which is within the control of The Promoter or their agencies.
- g. It is the responsibility of the entrant to provide their correct, up-to-date details when entering the Promotion and/or confirming acceptance of the prize in order for their prize to be processed. The Promoter cannot be held responsible for winners failing to supply accurate information which affects prize acceptance or delivery of their prize.
- h. The business name and county of the Winner and Runners-Up will be made available to anyone who requests it by emailing Walkersfootballtrade@loveprizes.co.uk 4 weeks after the close of the Promotional Period. The winner's list will be available for a period of 8 weeks. Entrants may request their business name and county are not published in the event they win by emailing Walkersfootballtrade@loveprizes.co.uk before the closing date. Please note the Promoter is required to provide a winner's list (including details of entrants who have opted out) to the Advertising Standards Authority if requested.
- i. The Promoter's decision is final and binding in all matters relating to the Promotion and no correspondence will be entered into.

j. If any clause or provision of these Terms and Conditions is declared by a court to be illegal, invalid or unenforceable, this declaration shall not affect the validity and enforceability of any other clause or provision within.

k. The application and interpretation of these Terms and Conditions shall be governed by the laws of England and Wales, and the courts of England and Wales shall have exclusive jurisdiction in relation to any dispute concerning them.