

Terms and Conditions

These terms and conditions ("**Terms**") apply to the Summer of Cricket promotion run by Premier Foods Limited for a chance to win a meet and greet and cricket experience with Stuart Broad (the "**Promotion**"). By participating in the Promotion, you will be legally bound by these Terms.

If there is a conflict in these Terms with any other terms whatsoever attached to any other advertising material in respect of the Promotion, these conditions will take precedence.

If you have any queries about the Promotion or these Terms, then please contact the Promoter by sending an email to GroceryPartnersTeam@PremierFoods.co.uk.

The Promoter and the Agency

1. Premier Foods Group Limited of Premier House, Centrium Business Park Griffiths Way, St. Albans, United Kingdom, AL1 2RE is the "**Promoter**".
2. AUK (Altavia UK) of Mercury House, 8 Sandy Way, Grange Park, Northampton, United Kingdom, NN4 5EJ is the "**Agency**" and will provide support in relation to the prize fulfilment.
3. Wasserman Cricket Limited 71-91 7th Floor, Aldwych House, Aldwych, London, United Kingdom, WC2B 4HN is "**Wasserman**" and will provide support in relation to the prize fulfilment.

Eligibility

4. The Promotion is open to residents of England, Scotland, Wales and Northern Ireland aged 18 years or over who are retailers with an active account with Bestway Wholesale, Coop Wholesale or Booker Group, or with a member of Unitas Wholesale, including the following Unitas Wholesale member wholesalers: Dhamecha, Parfetts, UWS, Filshill, Savage & Whitten, UWG, Lioncroft Wholesale and Musgrave (each an "**Eligible Retailer**"). The Promotion is trade only and is not open to consumers.
5. The Promotion is not open to employees, contractors, representatives, agents, officers or directors of the Promoter, the participating wholesalers, Wasserman Cricket Limited or Altavia UK, respectively, or their respective parent companies, subsidiaries, affiliates, marketing agencies, or to any of their immediate family members or persons living in the same household, whether or not related, or to anyone else professionally connected with the Promotion.
6. The Promoter reserves the right to verify the eligibility of any participant or claimant of a prize. The Promoter may require such information as it considers reasonably necessary for this

purpose, which may include proof of purchase, identity, age, residency and address. The Promoter may withhold prizes while it verifies eligibility.

7. Valid telephone number, email address and internet access required.
8. Purchase is required to enter the Promotion.

How to Enter

9. The Promotion will begin at 00:01 on 26 May 2026 (the “**Opening Time**”) and close at 23:59 on 31 August 2026 inclusive (the “**Closing Time**”). The period from the Opening Time to the Closing Time is the “**Promotion Period**”. All entries into the Promotion must be received before the Closing Time. The Promoter accepts no responsibility for entries that are lost, delayed, incomplete, corrupted or not received by the Closing Time for any reason. Proof of submission shall not be deemed to be proof of receipt.
10. To enter the Promotion, an Eligible Retailer must, during the Promotion Period:
 - a. purchase five (5) different cases of any combination of qualifying promotional products listed in Appendix 1 in a single transaction from Bestway Wholesale, Coop Wholesale, Booker Group, or a Unitas Wholesale member wholesaler (a “**Qualifying Purchase**”); and
 - b. scan the promotional QR code or visit <https://www.grocerypartners.co.uk/summer-of-cricket-competition/> and submit an entry by:
 - i. providing the information requested on the entry form, including name, email address, telephone number, store name, store address and the wholesaler from which the Qualifying Purchase was made, and
 - ii. uploading a valid receipt as proof of the Qualifying Purchase.
11. Completion of the steps above shall constitute one entry into the Promotion. One entry may be submitted per Qualifying Purchase. There is no maximum limit on the number of entries that may be submitted by an Eligible Retailer, provided each entry relates to a separate Qualifying Purchase.
12. Entries generated by script, macro, mechanical or other automated means are prohibited and

will be disqualified. Multiple entries made through agents, third parties or organised groups, or by any method intended to circumvent the entry requirements, will not be accepted.

13. Eligible Retailers must retain their original receipt(s) as proof of Qualifying Purchase, as these may be required to validate any entry or prize claim. Qualifying promotional products are subject to availability.

Selection of winners

14. Within four (4) weeks of the Closing Time, four (4) winners will be selected at random (via a computer-generated randomiser) from all valid entries received during the Promotion Period. One (1) winner will be selected for each wholesaler customer group from the valid entries received in respect of that wholesaler customer group, with Bestway Wholesale, Coop Wholesale, Booker Group and Unitas Wholesale each constituting a separate wholesaler customer group.
15. For the avoidance of doubt, all Unitas Wholesale member wholesalers will be treated as a single wholesaler customer group for the purposes of winner selection.
16. There will be a maximum of one prize per Eligible Retailer. It is not possible to win more than one prize.

The Prize

17. Each of the four (4) winners will win two tickets for themselves and one guest to attend a shared meet and greet and Q&A session with Stuart Broad, to take place in London (the “**Prize**”).
18. The Prize experience will include a two (2) hour in-person session featuring an informal Q&A, a cricket training opportunity, photographs and signing session, and will be attended by all winners and their respective guests.
19. Reasonable travel and accommodation expenses will be provided for winners and their guests who are not London-based, where travel or overnight accommodation is reasonably necessary in order to attend the Prize event. Any such travel and accommodation arrangement will be determined by the Promoter in its sole discretion and must be approved in advance. The Prize does not include any other expenses unless expressly stated.
20. The date, time and exact venue of the Prize event will be arranged by the Promoter in

conjunction with Wasserman and the Agency, and will be confirmed directly with the winners following prize acceptance. The event date is subject to Stuart Broad's availability.

21. Prizes cannot be sold, transferred or auctioned. Prizes are non-transferable and non-refundable. There is no cash or other alternative, except in circumstances outside the Promoter's reasonable control, where the Promoter reserves the right to substitute the Prize with an alternative of equal or greater value.

Winner Announcement and Delivery of the Prize

22. The winner of the Promotion will be contacted by the Promoter via the telephone number and/or email address provided at the time of entry within four (4) weeks of the Closing Time (the "**Notification Date**"). Participants who have not won the Prize will not be notified.
23. If you are a winner, you will have fourteen (14) days from the Notification Date to respond to the notification, confirm acceptance of the Prize and provide any additional information reasonably requested by the Promoter to enable delivery of the Prize. If a winner does not respond within this time, the Promoter reserves the right to withdraw the Prize and award it to an alternative winner, selected in accordance with these Terms.
24. Following confirmation of acceptance, the Promoter will share the winners' details with Wasserman and the Agency for the purposes of arranging fulfilment of the Prize.
25. It is the responsibility of the participant to provide accurate, up-to-date details. The Promoter cannot be held responsible for participants failing to supply accurate information which then affects the acceptance or fulfilment of their prize.
26. The Promoter accepts no responsibility for any inability of a participant to take up the prize.

Data Protection and Marketing

27. By entering the Promotion, each participant agrees that any personal information provided by them with their entry may be held and used by the Promoter (its respective agents or suppliers) for the purpose of administering the Promotion. For full details on how personal data will be stored, handled and processed, please see the Promotion privacy notice, available at <https://www.grocerypartners.co.uk/soc26-privacy-notice/>. The Promoter is bound by, and will use participants' personal data in accordance with the UK General Data Protection Regulation and the Data Protection Act 2018.

28. Participants' personal data may be shared with Wasserman and the Agency, but only to the extent necessary to enable the administration of the competition and fulfilment of the Prize.
29. Winners may be required to take part in non-paid publicity or advertising relating to the Promotion, which may include having their photograph taken for promotional and press purposes. The Promoter may use a winner's surname and county of residence to announce them as a winner of the Promotion. If a participant does not wish for their personal information to be used for this purpose, or wishes to limit the amount of personal information that is published, they should contact the Promoter using the contact details provided.
30. To receive a list of winner(s) and county of residence of the winner(s) please contact the Promoter at GroceryPartnersTeam@PremierFoods.co.uk within three (3) months of the Closing Time. Please note this information may not be disclosed if a participant objects to the disclosure of such information in accordance with applicable data protection laws. Where a winning participant has objected to their information being disclosed, the Promoter will instead confirm that a valid award has taken place. The Promoter may nevertheless disclose the information to the Advertising Standards Authority if required.

Limitation of Liability

31. Insofar as is permitted by law, the Promoter (and its respective agents and suppliers) will not in any circumstances be responsible or liable to compensate participants or winners, or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up the Prize, except where it is caused by the negligence of the Promoter or that of its employees.
32. Nothing in these Terms shall exclude or limit the Promoter's liability for death or personal injury caused by its negligence, fraud or fraudulent misrepresentation, or any other liability which cannot be limited or excluded by law. A participant's statutory rights are not affected.

General

33. By entering the Promotion, you are agreeing to be bound by (i) these Terms and, to the extent applicable (ii) the Premier Foods Group Limited website general terms of use: <https://www.premierfoods.co.uk/SpecialPages/Legal-Notices/LegalNotices-TermsOfUse.aspx>. Any entries that do not comply in full with these Terms and the applicable terms set out in this clause will be disqualified.
34. Entries and claims for prizes which do not include all of the information required will be deemed

as invalid.

35. Any decision of the Promoter as to eligibility to take part in the Promotion or the result of the Promotion will be final and no correspondence or discussion will be entered into.
36. The Promoter reserves the right to refuse any entry, claim or award of prizes and/or refuse further participation in the Promotion and disqualify a participant where it believes there has been a breach of these Terms, the spirit of the promotion, any instructions forming part of this Promotion's entry requirements or otherwise where an Eligible Retailer has gained unfair advantage in participating or claimed, using fraudulent means. The Promoter's decision will be final in this regard.
37. Neither the Promoter, Wasserman or the Agency accept any responsibility for entries that are late, delayed, incomplete, lost, damaged, incorrectly submitted, are unreadable or misdirected, whether due to error, omission, alteration, tampering, deletion, theft, destruction, transmission interruption, communications failure, non-availability of the website, technical malfunction, systems, satellite, network, server, computer hardware or software failure of any kind, or any other reason.
38. Neither the Promoter, Wasserman or the Agency accepts any responsibility or liability for (a) any codes, entries or notifications which are not received due to the use of incorrect or inaccurate entry information, any faulty or failed electronic data transmissions, or for any other reason; (b) any unauthorised access to, or theft, destruction or alteration of entries at any point in the operation of the Promotion; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers used in any aspect of the operation of the Promotion; (d) inaccessibility or unavailability of any network or wireless service, the internet and/or any website; or (e) any injury or damage to any person's computer(s) or mobile device(s) which may be related to or result from any attempt to participate in the Promotion or to download any materials in connection with the Promotion.
39. The Promoter reserves the right to delay, postpone or cancel the Promotion in the event of circumstances outside its reasonable control, which it considers necessary.
40. The Promotion and these Terms are subject the laws of England and Wales. Any disputes must be referred to the English courts.

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Appendix 1
Qualifying Products

LOYD GROSSMAN TOMATO & BASIL PMP £1.99 6/350G

SHARWOODS POPPADOM READY TO EAT PLAIN 5/8EACH

SHARWOODS CHUTNEY GREEN LABEL PMP £1.99 6/227G

SHARWOODS PRAWN CRACKERS READY TO EAT 6/60G

SHARWOODS MEDIUM EGG NOODLES 6/226G

SHARWOODS TIKKA MASALA PMP £2.29 6/420G

AMBROSIA CUSTARD PMP £1.50 12/400G

AMBROSIA RICE PUDDING PMP £1.50 12/400G

BISTO GRAVY GRANULES BEEF PMP £2.99 12/190G

OXO BEEF PMP £2.59 2/12/71G

BATCHELORS POTATO & LEEK CUP A SOUP PMP £1.75 9/107G

BATCHELORS PASTA N SAUCE CHEESE & BROCCOLI PMP £1.45 7/99G

BATCHELORS SUPER NOODLES BLOCK CHICKEN PMP £1.09 8/90G

NISSIN SOBA CUP CLASSIC 8/90G