

Full Terms and Conditions for Promotional Products 2026

Part 1:

TO REDEEM YOUR 25% OFF OFFER, PRE-BOOKING ONLINE IS ESSENTIAL:

STEP 1: To request your discount code, scan the QR code on pack or visit www.kelloggsmerlin.com & register/sign into your Kellogg's account.

STEP 2: Once signed in to your Kellogg's account, enter the 10 digit code starting with a K on top of the pack (pack code) & provide your name, email address & postcode. Upon entry of a valid pack code, a discount code will be issued (to the email address you provide) within 24 hours.

STEP 3: Once you have received your discount code go to www.merlinmagic.biz/kelloggs and select your attraction and the ticket type you require (Max 1 entry (covering up to 2 tickets) per promotional pack.)

STEP 4:

Enter your unique discount code where promoted to do so in the booking journey and secure the date you want to visit your chosen attraction, from those available;

STEP 5: Book and pay for your entry tickets;

STEP 6: Print/ download your entry tickets and head straight to the attraction on your booked date of visit, scan your tickets (on your phone or a print-out) under the barcode readers to enter the attraction.

FULL TERMS AND CONDITIONS:

1. The discount code issued (to the email address you provide) gives 25% off for up to 2 Adult and/or Child online priced entry tickets, from 1st June 2026 until 30th June 2027 at selected Merlin Entertainments attractions.
2. **Additional Gold Merlin Annual Pass Prize Draw Opportunity:** To celebrate 15 years of partnership between Merlin Entertainments and Kellogg's, customers who successfully redeem the 25% off Great Days Out offer between **1st July 2026 and 30th September 2026** will also have the opportunity to enter the Gold Merlin Annual Pass Prize Draw for the chance to win 1 of 50 Merlin Gold Annual Passes. Open to residents of Great Britain aged 18 years or over only. Entry into the **Gold**

Merlin Annual Pass Prize Draw is available following a successful redemption of the 25% off Great Days Out offer. To enter, complete steps 1 – 5 above between 1st July and 30th September 2026 (“Eligible Entrants”), visit www.kelloggsmerlin.com and register/sign into your Kellogg’s account. Eligible Entrants will be given the opportunity to enter the **Gold Merlin Annual Pass Prize Draw** via a Merlin-hosted entry page by clicking the prize draw entry box, presented in KTown and following the on screen instructions.

Maximum 1 **Gold Merlin Annual Pass Prize Draw** entry per person and a maximum of 1 Merlin Gold Annual Pass prize per winner/household. Smartphone, internet access, Kellogg’s account registration and purchase of a promotional pack required. Retain receipt as proof of purchase. See clause 13 for further details.

3. The offer (25% off for up to 2 Adult and/or Child online priced entry tickets) is based on the online priced entry tickets; such prices are subject to change.
4. Offer valid at the following participating attractions; Alton Towers Resort, Chessington World of Adventures Resort, Thorpe Park, The LEGOLAND® Windsor Resort, Warwick Castle, Shrek’s Adventure! London, Madame Tussauds London, The Dungeons (London, York or Edinburgh), The London Eye, The Gruffalo & Friends Clubhouse Blackpool, SEA LIFE Aquariums & Centres (Birmingham, Great Yarmouth, Loch Lomond, Blackpool, London, Brighton, Manchester, Scarborough, Hunstanton and Weymouth SEA LIFE Adventure Park).

Pre-booking this offer is essential via www.merlinmagic.biz/kelloggs.

5. Booking is subject to attraction and ticket allocation availability at the time of booking - book early to secure popular dates, such as weekends, and school and bank holidays.
6. Only one offer /unique code can be used per person, per transaction.
7. A Kellogg account is required in order to avail of this promotion.
8. This offer is not valid for use in conjunction with any other promotion, offer, reward/loyalty scheme or direct attraction booking. Offer is also not valid for redemption against pre-purchased tickets, group bookings and concession rate tickets including but not limited to; senior citizens, veterans, family tickets, students, merlin annual pass or season pass holders.
9. This offer (25% off”) is valid until **30th June 2027** at all participating attractions.
10. Merlin Entertainments may limit offer ticket allocations, subject to a minimum number allocated to every day each attraction is open. The minimum allocation of tickets during OFF PEAK, SUPER OFF PEAK, SUPER PEAK and PEAK dates shall be as set out in table A below. As these are minimum allocations, Merlin Entertainments may (at its sole discretion) from time to time make additional tickets available for particular attractions, so you may wish to check back later if your preferred attraction and date combination are not available when you first attempt to book. **The definitions of OFF PEAK, SUPER OFF PEAK, PEAK and SUPER PEAK dates for each attraction vary and are set out on each attraction website.**

Table A – Minimum Allocations by Attraction

| Attraction | Minimum allocation |
|-------------------------------|---------------------------|
| SUPER OFF PEAK | |
| All participating attractions | Unlimited availability |
| OFF PEAK | |

| | |
|--|-------------------------------|
| All participating attractions | Unlimited availability |
| PEAK | |
| Alton Towers Resort | 590 tickets per day |
| Chessington World of Adventures Resort | 460 tickets per day |
| Thorpe Park | 380 tickets per day |
| The LEGOLAND® Windsor Resort | 350 tickets per day |
| Warwick Castle | 180 tickets per day |
| Shrek's Adventure London, Madame Tussauds London, London Dungeons, SEA LIFE London Aquarium & the London Eye | 125 tickets per day, per site |

| | |
|--|-------------------------------|
| SEA LIFE Centre Birmingham, Blackpool, Brighton, Great Yarmouth, Hunstanton, Loch Lomond, Manchester, Scarborough and Weymouth | 75 tickets per day, per site |
| Edinburgh Dungeons, York Dungeons, The Gruffalo & friends Clubhouse Blackpool | 35 tickets per day, per site |
| SUPER PEAK | |
| Alton Towers Resort | 220 tickets per day |
| Chessington World of Adventures Resort | 170 tickets per day |
| Thorpe Park | 140 tickets per day |
| The LEGOLAND® Windsor Resort | 130 tickets per day |
| Warwick Castle | 70 tickets per day |
| Shrek's Adventure London, Madame Tussauds London, London Dungeons, SEA LIFE London Aquarium & the London Eye | 125 tickets per day, per site |

| | |
|--|------------------------------|
| SEA LIFE Centre Birmingham, Blackpool, , Brighton, Great Yarmouth, Hunstanton, Loch Lomond, Manchester, Scarborough and Weymouth | 75 tickets per day, per site |
| Edinburgh Dungeons, York Dungeons, The Gruffalo & Friends Clubhouse Blackpool | 35 tickets per day, per site |

11. The offer is subject to the attractions' annual opening calendars. Please check all opening dates and times before your visit on the attraction's individual websites. All dates are subject to change. Opening times at all Blackpool attractions may vary during the winter season. **The London Eye** is closed for a limited period in January every year as it is closes for annual maintenance.
12. This offer is not valid at secondary attractions and events including, but not limited to; Zoo Days or Winters Tail Event at Chessington World of Adventures Resort, The Alton Towers Dungeon, Alton Towers Spa, Extraordinary Golf, Treetop Quest, the Waterpark and the Scarefest Halloween Event Mazes at Alton Towers Resort, Fright Nights Mazes at Thorpe Park Resort, The Castle Dungeon and Dragon Slayer at Warwick Castle, Junior Brick Week or Christmas events at LEGOLAND® Windsor Resort, LATES at The Dungeons and SEA LIFE London Aquarium.
13. **Additional Gold Merlin Annual Pass Prize Draw Details:** As part of the additional **Gold Merlin Annual Pass Prize Draw** opportunity referenced in Clause 2, there are 50 prizes available to be won. Each prize consists of 1 x Merlin Gold Annual Pass for the winning entrant only. A Merlin Gold Annual Pass includes 364 days' entry to over 20 UK Merlin attractions (excluding Alton Towers Fireworks), plus additional benefits including free parking and discounts on retail, food and beverages. Benefits, participating attractions and exclusions are subject to change and availability. For full Merlin Annual Pass T &Cs visit:
<https://www.merlinannualpass.co.uk/important-information/terms-conditions/>
14. The offer and/or unique code (where applicable) can only be used as stipulated. The offer and/or unique code have no cash value and are non-transferable/not for resale. All offers and/or unique codes are automatically void if sold, offered for sale or if any attempt or offer is made to transfer the offer and/or unique code for

value.

15. Offer is only valid on promotional packs of Kellogg's cereal and snack pack products which feature the 25% off Ticket promotion including:

| | |
|--------|---------------------------------|
| Cereal | Krave Chocolate Hazelnut 410g |
| | Krave Milk Chocolate 410g |
| | Corn Flakes 450g |
| | Crunchy Nut Salted Caramel 375g |
| | Krave Milk Chocolate 750g |
| | Krave Chocolate Hazelnut 750g |
| | Corn Flakes 1kg |
| | Coco Pops 650g |
| | Coco Pops 420g |
| | Coco Pops Chocos 430g |
| | Rice Krispies 310g |
| | Rice Krispies 660g |
| | Rice Krispies 430g |

| | |
|--------|---|
| | Crunchy Nut 300g |
| | Crunchy Nut 720g |
| | Crunchy Nut 840g |
| | Crunchy Nut 1kg |
| | Corn Flakes 670g |
| | Rice Krispies Multigrain 350g |
| | Crunchy Nut Clusters 400g |
| Snacks | Nutri-grain Raisin 6x45g |
| | Nutri-grain Chocolate 6x45g |
| | Rice Krispies Squares Marshmallow 4 x28g |
| | Rice Krispies Squares Marshmallow 8 x28g |
| | Rice Krispies Squares Chocolatey 4 x36g |
| | Rice Krispies Squares Caramel & Chocolate 4 x 36g |
| | Rice Krispies Squares Chocolatey 8 x36g |
| | Rice Krispies Squares Marshmallow 4 x28g |
| | RK SQR CHC 5x8x36G UK MER24 |
| | Frosties Cereal Bars 6 x 25g |
| | Rice Krispies Cereal Bars 6 x 20g |
| | Coco Pops Cereal Bars 6 x 20g |
| | Special K Red Berry Bar 6 x 21.5g |

16. This offer can only be used for standard single day entrance tickets and cannot be used for any combination, fastrack/priority/early ride time, 2-day or short break tickets including, but not limited to: Merlin's Magical London Ticket at London Attractions, Merlin Annual Pass, Season Pass.
17. This offer is not valid for accommodation including but not limited to; The Alton Towers Hotel, CBeebies Land Hotel, Splash Landings Hotel, Enchanted Village (Woodland Lodges and Luxury Treehouses) and Stargazing Pods at the Alton Towers Resort, Safari Hotel, Azteca Hotel and Explorer Glamping at Chessington World of Adventures Resort, Tower Suites and Knight's Village at Warwick Castle, Thorpe Shark Cabins at Thorpe Park Resort or the LEGOLAND® Resort Hotel and The LEGOLAND® Castle Hotel at the LEGOLAND® Windsor Resort. Additional costs apply. Please check each attraction's website for additional costs.
18. This offer is not valid for transport or car parking. Some attractions operate a chargeable car parking policy including, but not limited to; Chessington World of Adventures Resort, The LEGOLAND® Windsor Resort, Thorpe Park, Alton Towers Resort and Warwick Castle.
19. The offer and/or unique code which form part of this offer remain the property of Merlin Entertainments at all times and as such Merlin Entertainments reserves the right to take possession of the offer and/or unique code at any time.

- 20.** Size, height, weight, age restrictions and medical warnings apply to certain rides and/or attractions.
- 21.** Visitors under 12 years must be accompanied by a person aged 18 years or over at Thorpe Park Resort, Warwick Castle, Chessington World of Adventures Resort and Alton Towers Resort. Visitors 14 years and under must be accompanied by a person aged 18 years and over at the LEGOLAND® Windsor Resort, SEA LIFE Aquariums and Centres (Manchester, Blackpool, Brighton, Great Yarmouth, Weymouth, Scarborough, Loch Lomond, and Hunstanton). Visitors 15 years and under must be accompanied by an adult over the age of 18 at SEA LIFE Birmingham, The Dungeons (Edinburgh and York). Visitors 16 years and under must be accompanied by an adult aged 18 and over at The London Eye, Shrek's Adventure! London, SEA LIFE London, Madame Tussauds London and The London Dungeon. Adults (15+) must be accompanied by a child (aged 14 and under) at The Gruffalo & Friends Clubhouse and all parties require an adult aged 18 years or older to visit the attraction.
- 22.** For the purpose of admissions an adult is classified as 12 years of age and over at the Alton Towers Resort and Chessington World of Adventures Resort. An adult is classified as a person 15 years of age and over at SEA LIFE Aquariums and Centres (Manchester, Blackpool, Brighton, Great Yarmouth, Weymouth, Scarborough, Loch Lomond, and Hunstanton) and The Gruffalo & Friends Clubhouse Blackpool. An adult is classified as a person 16 years of age and over at The London Eye, Shrek's Adventure! London, Madame Tussauds London, SEA LIFE London Aquarium, The Dungeons (London, York and Edinburgh). Some attractions operate an individual ticket price which is the same for both adults and children for the purpose of admissions. This includes but is not limited to; the LEGOLAND® Windsor Resort, Warwick Castle, Thorpe Park.
- 23.** Under 2's go free at all attractions apart from Gruffalo and Friends Clubhouse Blackpool where under 1's go free, the LEGOLAND® Windsor Resort, Alton Towers Resort and Chessington World of Adventures Resort where under 90cm go free and

Thorpe Park where under 1.2m go free - for full details please check the attraction websites.

- 24.** All of the attractions reserve the right, in their absolute discretion, to refuse entry and to close and/or alter all or any part of the facilities including closure of rides and/or attractions and removal of figures for technical, operational, health and safety or other reasons including overcapacity.

- 25.** Features, rides, attractions and/or creatures shown on the website or communications are not necessarily available at every attraction. Please check ahead of your visit to avoid disappointment.
- 26.** All attraction information is subject to change and entry into any participating attraction is subject to the individual attraction's terms and conditions or entry. Please check the attraction website(s) below before your visit for the latest information;

www.altontowers.com

www.THORPEPARK.com

www.chessington.com

www.LEGOLAND.co.uk

www.visitsealife.com

www.thedungeons.com

www.madametussauds.com

www.shreksadventure.com

www.warwick-castle.com

www.londoneye.com

www.gruffaloclubhouse.com/bla

ckpool/

- 27.** In the event of circumstances outside the reasonable control of the Promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this promotion, and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the promotion or these offer terms and conditions, at any stage, but will always endeavor to minimize the effect to participants in order to avoid undue disappointment. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable then it shall be severed and deleted from these terms and conditions and the remaining clauses shall survive and remain in full force and effect.

- 28.** If you redeem the offer, your personal data will be processed in accordance

with Merlin's Privacy Statement set out at [Merlin Entertainments | Privacy and Cookies](#). Such notice sets out how Merlin Entertainments will process any personal data you provide in order to redeem the offer. You acknowledge that (a) the processing is necessary for us to take steps with a view to entering into a contract with you to enable you to redeem the offer, and (b) Merlin Entertainments shall only use your personal data in accordance with the terms of the Privacy Statement.

29. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this promotion or accepting or using the prize/gift, except for any liability which cannot be excluded by law (including personal injury, death and fraud) in which case that liability is limited to the minimum allowable by law.
30. These terms and conditions and any related disputes are subject to interpretation under the laws of England and Wales, and to the jurisdiction of the courts of England and Wales unless your residential address is in Scotland, when Scottish law applies or in the Republic of Ireland, when Irish law applies.
31. The Promoter and Data Controller over this promotion is Kellogg Europe Trading Limited (*UK Representative: Kellogg Marketing & Sales Company (UK) Limited*). All data gathered is processed in accordance with the law and for the following purposes: (1) to administer this promotion in line with the terms and conditions, and (2) to contact you in relation to future promotions and conduct marketing activities. We will never sell your data to third parties but may combine your data with data from other sources in order to build anonymised/pseudonymised profiles for targeted advertising with our advertising partners. Your data will be processed and held on servers located in the United States. The Promoter has ensured that any processors used are obligated under EU Standard Contractual Clauses/UK international data transfer agreements, to ensure data protection compliance.
32. We will hold your personal data for as long as your consent is valid and you wish to receive marketing communications. You have the right to access your data or withdraw your consent, or have it erased. You also have the right to contact your data protection supervisory authority. For any questions on how we use your data, please see our Privacy Policy. You can also contact us at DataPrivacyOfficer@kellanova.com.

PROMOTER: Kellogg Europe Trading Limited, 3 the Green, Dublin Airport Central, Co. Dublin, Ireland.

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