

# Kellogg's Bowl of Fame Competition

## SHORT TERMS AND CONDITIONS

UK only, 18+. Promotional Period: Opens 09:00 31.12.25 and Closes 23:59hrs 31.01.26. Account registration on Kellogg's town, internet access, compatible device and valid email address are required. To enter the voter prize draw, visit [www.Kelloggs.com/BowlOfFame26](http://www.Kelloggs.com/BowlOfFame26) and sign in to Kellogg's account or register for one. Explore the gallery of cereal content and select your favourites. Once completed user will be automatically entered into a prize draw, once only. 3 x users will be randomly selected from our prize draw. Draw takes place on 09.00 01.02.26 and winners will be notified within 14 days. Prizes are a set of 4 exclusive Kellogg's Bowls per winner, 3 prizes in total, maximum 1 prize per household. The cereal content creator in each category with the most votes at 23.59 on 31.01 will be crowned Cereal Creator of the Month January 2026. January has two categories, Family Fun and Breakfast Inspiration. Cereal Creators of the month win a case of their favourite Kellogg's cereal and £250. 2 x creator prizes in total. Visit [https://www.kelloggs.co.uk/en\\_GB/offers-and-promotions.html](https://www.kelloggs.co.uk/en_GB/offers-and-promotions.html) for full T&Cs and exclusions. Promoter: Kellogg Europe Trading Limited

## LONG TERMS AND CONDITIONS

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

### The Promoter:

Kellogg Europe Trading Limited of 3 Dublin Airport Central (DAC), Dublin Airport, Dublin, K67X4X5 (a company registered in the Republic of Ireland with number 387390) ('Promoter').

### Fulfilment:

Kellogg Europe Trading Limited of 3 Dublin Airport Central (DAC), Dublin Airport, Dublin, K67X4X5 (a company registered in the Republic of Ireland with number 387390) ('Promoter').

### Promotional Period:

1. Opens 09:00hrs Wednesday 31.12.25 and closes at 23:59hrs Saturday 31.01.26 ('Promotional Period').

### How to enter:

2. To enter the prize draw visit [www.Kelloggs.com/BowlOfFame26](http://www.Kelloggs.com/BowlOfFame26) and sign in to Kellogg's account or register for one on Kellogg's town. Click Enter Now on Bowl of Fame landing page to view the cereal creator entrants in Family Fun and Breakfast Inspiration categories, scroll through the posts to place your votes on your favourite content. You will automatically be entered into our prize draw.
3. Cereal content creators within our January competition have been selected to participate from Loaded Bowls Social Competition run on Kellogg's social media channels during the period 08.10.25 to 29.10.25. Permission has been obtained from cereal creators to feature their content in our January Bowl of Fame Competition on Kellogg's Town. The cereal content creator within each category with the most votes at 23.59 on 31.01 will be crowned Cereal Creator of the Month January 2026 Family Fun / Breakfast Inspiration. Cereal Creators of the month win a case of their favourite Kellogg's cereal and £250 payable by bank transfer.
4. Entries that have been generated by an automatic means will be void. Maximum 1 entry to prize draw per person.
5. To participate in this Promotion, participants must have access to the internet. Participants may only participate online.

**Eligibility:**

6. Entrants must be residents of the United Kingdom (England, Scotland, Wales and Northern Ireland). Entrants must be aged 18 years and over. Employees of the Promoter, their immediate families, affiliates, agents or anyone else professionally connected with this Promotion are excluded from entering.
7. No purchase necessary.
8. Entrants must have owner's permission before using a computer, device and/or internet access which is not owned or paid for by the entrant to enter the Promotion. The Promoter will not be liable for any internet or mobile connection, or other charges incurred in entering the Promotion.
9. Entry via voting can only be made on Kellogg's town [www.kelloggs.com/bowloffame26](http://www.kelloggs.com/bowloffame26) , there is no other route of entry.
10. Votes submitted after the closing date of 23.59hrs on the 31.01.26 will not be included in this competition.
11. Cereal creator entrants for January have been selected from our Loaded Bowls competition run on our social media channels 08.10.25 to 29.10.25.

**Prize Details:**

12. There are 3 prizes available for voters. Each winner will win a set of 4 Kellogg's bowls. The Prize must be redeemed within 3 months of notification. There are two prizes available for the cereal creators with the most votes at 23.59 on 31.01.26 Prize includes a case of Kellogg's cereal and £250. One prize per category, Family Fun and Breakfast Inspiration.
13. Contact details will be required for redemption of the prizes.
14. Prizes are non-refundable and non-transferable. Prize is as stated and no alternative will be provided in whole or part.
15. If a prize is not available in the event of circumstances outside of the Promoter's control, it will be replaced with something of equal or greater value.
16. The winner must be aged 18 or over.

**Winner selection, notification and verification:**

17. The voter winner random prize draw selections x 3 will take place at 09.00 01.02.26. The cereal creators x 2 with the most votes at 23.59hrs 31.01.26 will be crowned the winners for the specified month, January in this case.
18. Only entries that complete the entry instructions are eligible to win a prize.
19. Within 10 working days of the closing date, the winners will be notified via email to start the prize verification and fulfilment process. Each winner has 14 days from original notification to provide their full name, address, date of birth, county of residence by responding to our Consumer Care email.
20. The Promoter will verify the winner by requesting full name, address, mobile number for prize fulfilment purposes.
21. If a winner does not respond within 14 days of original notification, is ineligible, rejects their prize, is unable to take the prize, they shall be disqualified and will lose their entitlement to the prize (which will subsequently be awarded to a reserve entrant selected at the same time of the initial prize allocation). The process will repeat until an eligible winner is able to claim the prize, for a period of 3 months after the closing date, after which all remaining prizes will be null and void.

22. It is the responsibility of each winner to provide their correct, up-to-date details at the time of prize acceptance for their prize to be processed. The Promoter cannot be held responsible for any winner failing to supply accurate information which affects prize acceptance or delivery.

**General:**

23. The Promoter reserves the right to verify all entries and the winner including, but not limited to, any entrant's identity or age (passport, driving licence or equivalent) which they must provide in 14 days), and to refuse to award a prize or withdraw prize entitlement or refuse further participation in the Promotion where there are reasonable grounds to believe there has been a breach of these Terms and Conditions, or any instructions forming part of this Promotion's entry requirements, or otherwise where a participant has gained unfair advantage in participating in the Promotion, or won using fraudulent means. The Promoter will be the final arbiter in any decisions, and these will be binding.
24. Numerous factors outside the control of the Promoter may interfere with the operation of TikTok/Instagram/Facebook. The Promoter does not therefore guarantee continuous, uninterrupted or secure access to this website.
25. This promotion is in no way sponsored, endorsed or administered by, or associated with TikTok/Instagram/Facebook. You understand that you are providing your information to the Promoter and not to TikTok/Instagram/Facebook. By entering the promotion, all participants accept that they have no claim against TikTok/Instagram/Facebook. By entering the promotion, all participants agree to a complete liability release for TikTok/Instagram/Facebook. All entries are also subject to each platform's terms of use.
26. Unless otherwise agreed in writing by the Promoter, prizes will only be awarded directly to the winner.
27. The Promoter is not responsible or liable for:
- 1) Any entries that are lost or delayed due to faulty, failed or erroneous electronic data transmissions.
  - 2) Communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines satellites, servers, computers or providers utilised in any aspect of this Promotion causing delays or disruption.
  - 3) Entries which are lost, delayed, corrupted, damaged, misdirected, or incomplete or cannot be delivered for any technical, delivery or other reason. Proof of submission will not be accepted as proof of receipt.
  - 4) Inaccessibility or unavailability of the internet.
28. In the event of exceptional circumstances outside its reasonable control and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the Promotion or these Terms and Conditions at any stage, for any reason, without notice, and without liability to you, or any third party, but will always endeavour to minimise the effect to participants in order to avoid undue disappointment.
29. The Promoter and its associated agencies and companies cannot accept any responsibility for any damage, loss, liabilities, injury, costs, expenses, or claims suffered by any person in connection with this promotion, the fulfilment of the prizes and/or the use of the prizes. The Promoter further disclaims liability for any injury or damage to you or any other person as a result of participation 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. The decision of the Promoter shall be final and binding in all promotional matters and no correspondence will be entered into.
31. 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 you live in another part of the UK, in which case your local courts will have jurisdiction.
32. 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.

**Data Protection:**

33. We are committed to protecting your privacy. Kellogg Europe Trading Limited (Kellogg) will only process your information on the basis of consent to administer this promotion in line with the terms and conditions. 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. Your data will be processed and held on servers located in the United States. Kellogg has ensured that any processors we use are obligated under EU Standard Contractual Clauses to ensure data protection compliance. We will hold your data as long as your consent is valid and you wish to receive marketing communications. You have the right to access your data, withdraw your consent, or to have your data erased. You also have the right to contact a data protection supervisory authority. For further questions on how we use your data, please see our Privacy Policy [www.kelloggs.co.uk/en\\_GB/privacy-policy.html](http://www.kelloggs.co.uk/en_GB/privacy-policy.html). You can also contact us at [DataPrivacyOfficer@kellogg.com](mailto:DataPrivacyOfficer@kellogg.com).
34. Personal data of the winner will be retained for 1 year after the close of the competition. Data of non-winners will be deleted immediately following the end of the promotion. Entrants have the right to withdraw their consent at any time. They may also access their data or apply for erasure. For further details on use of your personal data please visit: [www.kelloggs.co.uk/en\\_GB/privacy-policy.html](http://www.kelloggs.co.uk/en_GB/privacy-policy.html). You can also contact Kellogg in relation to your data by emailing [DataPrivacyOfficer@kellogg.com](mailto:DataPrivacyOfficer@kellogg.com)