**Kellogg’s Football AFH 2025 Trade Activation**

**Long Terms & Conditions**

1. 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.
2. The promotion is only open to business owners and employees of registered customers of Unitas Wholesale Ltd, Bestway Group Ltd, Sugro UK, Confex Ltd, National Buying Consortium Ltd, Booker Group Ltd only and is not open to members of the public.
3. The Promoter and Data Controller is Kellogg Europe Trading Limited and the registered address is Three, Dublic Airport Central, Dublin Airport, Dublin, Ireland, K67 Y7E5.
4. The Third Party Prize Fulfilment Agency and Data Processor is Cloud Nine Incentives LTD, Market House, Silver End, Olney, Buckinghamshire MK46 4AL.
5. Employees or their family members of Kellogg Europe Trading Limited, its subsidiaries, other group companies, its agents or anyone else connected in any way with the prize draw or helping to set up the prize draw shall not be permitted to enter the prize draw.
6. Employees must obtain their employer’s permission to take part. Any personal/business tax liability arising from taking part in the promotion will be the responsibility of the entrant.
7. Entrants must be aged 18 or over. Open to GB residents only (England, Scotland & Wales).
8. Purchase required - see clause 17 for qualifying products. Retain receipt as proof of purchase showing date of purchase during the Promotional Period and prior to the date of entry. Two cases of qualifying Kellogg’s products must be clearly shown on one receipt.
9. The promotion is open from 00:01 on 31.03.2025 and closes at 23:59 on 01.06.25 (the ‘Promotional Period’). Any entries received outside this period will not be accepted.
10. Maximum 1 entry per person. Maximum 1 prize per person.
11. To enter prize draw: business owners or employees of registered customers must purchase two cases of qualifying Kellogg’s products (6x420g, 6x450g, 9x460g, 7x430g, 11x4x36g, 11x4x28g, 30x36g and 30x28g) (as defined in Clause 17 below), from any member of Unitas Wholesale Ltd, Sugro UK, Confex Ltd, National Buying Consortium, Booker Group Ltd, and Bestway Group Ltd in-store only and text KELLOGGSFC followed by a space then your full name to 66777 during the Promotional Period.
12. Entrants must have a mobile phone able to send and receive messages to/from 5 digit short codes. Text messages will be charged at your standard network rate (they may not be included within any free text package, please check with your network provider if you are unsure). Users on virtual mobile networks may not be able to text the short code. Please check with the bill payer before sending a text entry. Entrants are advised to take care when submitting an entry; the Promoter is not responsible for mistypes and incorrect texts may still be charged. Only correctly submitted entries will be accepted. For the avoidance of doubt, text entries featuring spelling mistakes will be disqualified. Capital or lowercase letters will both be accepted. Entries received after the closing date will not be entered but may still be charged. Proof of sending will not be accepted as proof of delivery.
13. Incomplete, invalid or misdirected entries will not be accepted. The Promoter takes no responsibility for entries delayed, incomplete or lost due to technical, network or software reasons or otherwise or any other reason beyond the Promoter's control. Entrants who make an entry on someone else's behalf will be disqualifed, at the Promoter's discretion. Incomplete, illegible, invalid, or misdirected entries will not be accepted.
14. Entrants will be confirmed with a 'Thank You' response. There is no charge to the entrant for this message.
15. Entry is by text only. One entry permitted per person, during the Promotional Period. For the avoidance of doubt only one unique mobile number will be accepted per person, and a person can only use this mobile number to enter. Any use by entrants of identities other than their own and/or any entrant using multiple mobile numbers, and/or any other methods to enter this promotion will be disqualified and any prize entitlement will be void. A mobile number can only be used by one person and it cannot be shared within a household. The Promoter reserves the right to determine, in its sole and absolute discretion, whether an entrant or household has already submitted an entry and to disqualify any subsequent entries or prize entitlement.
16. **Purchase must be two cases of qualifying Kellogg’s products to be valid for entry. The ‘Qualifying Products’ are listed below (subject to availability and whilst stocks last):**

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| **SKU number** | **Material Description** |
| 5103266004 | CoCo Pops ORG 6x420G UK PMP AKD25 SV |
| 5103049005 | Corn Flakes ORG 6x450G UK PMP AKD25 SV |
| 5103291003 | Crunchy Nut ORG 9x460G UK PMP AKD25 SV |
| 5103272004 | Rice Krispies ORG 7x430G UK PMP AKD25 SV |
| 7100617004 | RK Squares CHC 11X4X36G UK PMP AKD25 |
| 7100620004 | RK Squares MAL 11X4X28G UK PMP AKD25 |
| 7100623002 | RK Squares CHC 30X36G UK PMP AKD25 |
| 7100626002 | RK Squares MAL 30X28G UK PMP AKD25 |

1. Entries (bulk or otherwise) made from syndicates, consumer groups or third parties or other automated means along with entries which do not satisfy these terms and conditions will not be accepted. If it becomes apparent that a participant is reposting the same content multiple times or using multiple handsets, multiple identities or a computer(s) to circumvent this or any other condition by, for example, the use of ‘script’, ‘brute force’ or any other automated means, that person’s entries will be disqualified and any prize award will be void. Entrants who make an entry on someone else's behalf will be disqualified, at the Promoter's discretion.
2. There are 3 x prizes available to be won in total, their values are detailed as follows:   
   * 1. 1 x winner of a £5,000 cash prize and a signed football shirt.
     2. 1 x winner of a £3,000 cash prize and a signed football shirt.
     3. 1 x winner of a £5,000 cash prize and a signed football shirt.

Cash prizes paid via BACS transfer to each winner’s GB bank account.

Signed football shirts come in a range of sizes (Small, Medium & Large) and are the 24/25 season home shirts of football teams competing in the English Football League (Championship, League 1 or League 2) in the 2024/25 season, Manchester City, Rangers F.C. or Celtic FC. The football shirts are signed by members of the football club.

Winners will be asked for their first and second preference of signed football shirt. Winners can request size and club, however these are subject to availability and there is no guarantee that winners will receive their preference of shirt. If the winner's first and second choice are not available, the Promoter will endeavour to work with the winner to minimise any undue disappointment.

1. No alternative prize will be provided, except that in the event of circumstances outside of Its control, the Promoter reserves the right to subsitute a similar prize of equal or greater value. The prize is non-transferable.
2. The 3 x prize winners will be drawn at random by an independent adjudicator from all the valid entries received and verified by the Third Party Prize Fulfilment Agency by 06.06.25.
3. Winners will be contacted within 5 working days of the prize draw via SMS using the mobile number used to enter the promotion. The prizes must be claimed within 14 days of first notification. To claim, winners must reply to the e-mail address provided within the SMS providing full name and mobile number (must be the same as the number used for entry) to acknowledge their prize. The prize fulfilment agency will then return an email, asking the winner to provide their first and second preference of signed football shirt, home delivery address, valid proof of identity including date of birth (passport, driving licence or equivalent form of identification clearly showing the winner's date of birth) and a photograph of their purchase receipt. Once this information is received, the win will be validated.
4. All reasonable effort will be made to contact winners using the mobile number used to enter the promotion via SMS and phone call, however, if their prize is not claimed within 14 days of first notification or a winner is ineligible or rejects their prize, the Promoter reserves the right to draw an alternative winner (using the same mechanism as for the original winner) and the original winner will forfeit any rights to a prize. The process will repeat for a period of 3 months after the closing date, after which all remaining prizes will be null and void. It is the responsibility of the entrant to ensure that they respond to the winner notification SMS by providing the details requested to the email address provided. Entrants are encouraged to monitor their connections during this time in case they are a winner.
5. Once details requested for valid claim have been provided and validated, they will then be contacted by Third Party Prize Fulfilment Agency within 7 days of providing the above details and being confirmed as a valid winner to arrange prize fulfilment and obtain GB bank account details using a secure process.
6. The 3 x Cash prizes will be supplied by BACS transfer from the Third Party Prize Fulfilment Agency– GB bank account required for transfer. To receive their cash prize, the winners will be asked to provide their bank details for the BACS transfer of the cash prize within 7 days from the date of request. The name on the GB bank account will be confirmed to ensure that it matches the name of the prize winner. The winners will be asked to input their bank details into a password protected form and share with the Third Party Prize Fulfilment Agency over email.
7. The 3 x signed football shirt prizes will be delivered via courier by the Third Party Fulfilment Agency within 28 days of delivery address being confirmed.
8. Entrants must have a GB bank account to receive their cash prize. The bank details will be stored in a secure location and will only be used for the purpose of the promotion and deleted as soon as the transfer has been made.
9. Once the winners have successfully confirmed all details for prize fulfilment and the completion of the verification process, their cash will be fulfilled within 28 days of receipt of valid GB bank details. **If a prize winner does not receive their BACS payment for their cash prize, within the 28 days specified, please contact** the Third Party Prize Fulfilment Agency by emailing info@uponcloudnine.co.uk**.**
10. **It is the responsibility of the winners to provide their correct, up-to-date details when confirming acceptance of their prize in order for the prize claim to be processed. The Promoter cannot be held responsible for a winner failing to supply accurate information which affects prize acceptance or delivery of their prize.**
11. The decision of the Promoter is final. No correspondence will be entered in to.
12. Under no circumstances will the Promoter and its associated agencies be liable (unless such liability cannot be lawfully excluded) for any losses, damages, costs or expenses arising from or in any way connected with the promotion or prizes 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.
13. The winners’ surnames and counties of residence will be available on request for a maximum of 3 months after the end of the Promotional Period using the form which can be found at [www.kelloggs.co.uk/en\_GB/contact-us.html](http://www.kelloggs.co.uk/en_GB/contact-us.html) putting ‘Kellogg’s Football Trade ’. We reserve the right to refuse such requests. Entrants can object to disclosure, or request that disclosure be limited in scope by using the form whichh can be found at: [www.kelloggs.co.uk/en\_GB/contact-us.html](http://www.kelloggs.co.uk/en_GB/contact-us.html). We may nevertheless disclose the information to the Advertising Standards Authority if required to do so.
14. Winners may be requested, but are not obliged, to enter into publicity as a result of the promotion.
15. The Promoter reserves the right to verify all entries including but not limited to asking for proof of purchase and ID including date of birth (passport, driving licence or equivalent form of identification that clearly states the entrant's date of birth). The Promoter reserves the right to refuse to award a prize or withdraw prize entitlement and/or refuse further participation in the promotion and disqualify the participant where there are reasonable grounds to believe there has been a breach of these Terms and Conditions, the spirit of the promotion, any instructions forming part of this promotion’s entry requirements or otherwise where a participant has gained unfair advantage in participating or won using fraudulent means. Those who try and circumvent the entry process and/or entry instructions by any method, will be disqualified and any prize awarded will be void.
16. If for any reason any aspect of this promotion is not capable of running as planned, including by reason of infection by computer virus, network failure, traffic congestion, bugs, tampering, unauthorised intervention, fraud, technical failures or any other cause beyond the control of the Promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter may in its sole discretion cancel, modify or suspend the promotion or invalidate any affected entries. If an act, omission, event or circumstance occurs which is beyond the reasonable control of the Promoter and which prevents the Promoter from complying with these Terms and Conditions (including but not limited to global or regional health crises, weather conditions, fire, flood, strike, hurricane, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, epidemic, pandemic, famine, plague or other natural calamities and acts of God), the Promoter will not be liable for any failure to perform or delay in performing its obligation but will always endeavour to minimise the effect to participants in order to avoid undue disappointment.
17. The Promoter has no control over internet or communication networks and is not liable for any problems associated with them due to traffic congestion, technical malfunction or otherwise. The Promoter will not be held liable to any individual for any fraud committed by any third party nor for any event beyond its control including, but not limited to, user error and any network, computer, hardware or software failures of any kind which may restrict, delay or prevent a participant’s entry to the promotion.
18. We are committed to protecting your privacy. Kellogg Europe Trading Limited is the controller of your personal data and will only process your information to administer this promotion in line with these terms and conditions.
19. Personal data may be transferred to the third-party processors who have written agreements with the Promoter. Personal data will be stored on servers located in the U.S.A. and the promoter has entered into Standard Contractual Clauses and relevant UK International Data Transfer Agreements in relation to the same. The Promoter will ensure that all personal data will be processed in accordance with applicable data protection law and the Promoter's Privacy Policy: https://www.kelloggs.co.uk/en\_GB/privacy-policy.html/. The lawful basis that the Promoter relies to process entrants' personal data is their consent.
20. We will only use the personal data of entrants on the basis of consent. For further questions on how we use your data, please see our Privacy Policy below. You can also contact us at [DataPrivacyOfficer@kellanova.com](mailto:DataPrivacyOfficer@kellanova.com). Any information collected regarding entrants into this Promotion will be treated in confidence in accordance with current Data Protection legislation and the Promoter’s Privacy Policy that can be found at: <https://www.kelloggs.ie/en_IE/privacy-notice.html>. Data will be stored for 3 months after the close of the promotion before deletion. You can request access to your personal data, or have any inaccuracies rectified, by sending an email to DataPrivacyOfficer@kellanova.com. By participating in the promotion, you agree to the use of your personal data as described here.
21. The Third Party Prize Fulfilment Agency and Data Processors' Privacy Policy can be found at: [www.uponcloudnine.co.uk/privacy.html](http://www.uponcloudnine.co.uk/privacy.html).
22. 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.
23. These Terms and Conditions shall be governed by the laws of England and Wales and entrants submit to the exclusive jurisdiction of the courts of England and Wales .