NEW ZEALAND WINEGROWERS INDEPENDENT RETAILER PROMOTON 2025 TERMS AND CONDITIONS

- 1. Details of the New Zealand Winegrowers Independent Retailer Promotion (**Promotion**), including promotional text, form part of these Terms and Conditions (**Conditions**).
- 2. Participation in this Promotion is deemed acceptance of these Conditions.
- 3. Entries may be submitted in the Promotion between Sunday 18 May 2025 and 11:59pm on Friday 1 August 2025. No entries beyond this time will be accepted.
- 4. The organiser of this Promotion is New Zealand Winegrowers Incorporated (**NZW**), New Zealand House, New Zealand High Commission, Kinnaird House, 1 Pall Mall East, London, SW1Y5AU United Kingdom.
- 5. Entry is open to United Kingdom citizens over the age of 18. NZW, their employees and their immediate families, participating agents and their associated agencies are ineligible to enter.
- 6. NZW reserves the right to verify the validity of entries.
- 7. Conditions of entry to this Promotion:
 - a. You must be an Independent Retailer in the United Kingdom
 - b. The Independent Retailer must list (at the participating outlet) at least six different New Zealand wines from at least three different varieties or regions in New Zealand, of which at least three must be white wines.
 - c. Only one entry per Participating Outlet is permitted.
 - d. The entry must relate to a promotion run by the Independent Retailer for at least two weeks during the period 1 May 2025 to 31 May 2025
 - e. You must promote at least one of the White Grape Days (Sauvignon Blanc Day -3 May, Pinot Gris Day -17 May, Chardonnay Day -22 May)
- 8. An Independent Retailer for the purpose of this Promotion is an Independent Alcohol retailer based in the United Kingdom.
- 9. Each entry can be submitted by email but will only be accepted if addressed as follows:

Email: cstroud@nzwine.com

Subject Title: New Zealand Winegrowers Independent Retailer Promotion 2025

- 10. Each entry requires the participant to send the following details to NZW:
 - a. Outlet Name
 - b. Contact Name & Email Address
 - c. Dates you ran the promotion from / to?
 - d. Outlets where promotion took place
 - e. Details of the promotion mechanic?
 - f. How did you communicate your promotion (Displays, POS, regional press, website, mail outs, fliers, social media)?
 - g. Which wines were involved? Were there any new listings as a result?
 - h. Did you host any additional wine events?
 - i. Did you run any activity with on trade customers? If so, please provide details?
 - j. How were your sales during the activity versus prior month or year (please show sales figures and % uplift where possible)?
 - k. How can NZW, help you run better promotions in future?
 - I. Were any importer sales representatives particularly helpful in supporting your promotion?
- 11. The winning entries (three entries will be selected) will receive the following:
 - a. £1000 worth of NZ Wine of the winners choice, to be sold at their Independent Retailer (the Prize).

- 12. NZW reserves the right to substitute the Prize in whole or any of its components with a substitute prize of equal or greater value.
- 13. The Prize is non-refundable, non-transferable, has no cash alternative and has no cancelation value once booked.
- 14. Entries must ensure that they are following any applicable laws, both national and local, in relation to the promotion of alcohol and their retail operation.
- 15. The winners will be judged by an independent panel against the following criteria: creativity of campaign including displays, lengths taken to raise awareness of the diversity of New Zealand wines, lengths taken to educate consumers on New Zealand wines, and uplift in sales.
- 16. The independent panel's decision is final.
- 17. The Winner will be notified by NZW using the contact details provided by Tuesday 30th September 2025 and announced on NZW's website. If NZW, having used reasonable efforts, is unable to contact the Winner within five (5) days of the Winner being notified, then the Prize is deemed forfeited and another winner will be drawn.
- 18. The Winner agrees to allow NZW to use the Independent Retailer's name and details of their entry, to promote the win for promotional and media purposes, including online at www.nzwine.com/events, without any payment or other compensation.
- 19. NZW collects participants' personal information in order to conduct the Promotion. If the information requested is not provided, the entrant may not participate in the Promotion. By entering the Promotion, participants accept that the personal information provided as part of the Promotion will be used by NZW for the purposes of administering the Promotion. The information provided will only be used as outlined in these Conditions. Entrants may make a request to NZW for access to or for the update, correction or erasure of their information at any time after the closing of the Promotion at their address set out in these Conditions.
- 20. NZW shall not be liable for any loss (including, without limitation, indirect or consequential loss) or injury which is suffered or sustained in connection with this Promotion or in accepting or using the Prize, except for any liability that cannot be excluded by law (in which case that liability is limited to the minimum allowable by law). NZW takes no responsibility for any damage or loss to the Prize in transit.
- 21. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram or X. Any questions, comments or complaints regarding the Promotion must be directed to NZW.