

Football AFH 2026 Trade Activation

Short T&Cs

*GB residents only. 18+. Opens 00:00 01.05.26 and closes 23:59 30.06.26. Purchase necessary. Promotion open to business owners and employees of trading businesses or sole traders who are registered customers of Buying Group, Bestway, Booker, Nisa, Spar & Onestop . Internet access and employee/employer consent required. To enter prize draw, purchase any combination of qualifying PMP 165g/160g/120g/70g/65g case of Pringles or Cheez-It listed in the full terms and conditions, one entry granted for every case combination purchased, from any Buying Group, Bestway, Booker, Nisa, Spar or Onestop, scan QR code in-store or visit www.kelloggsvantage.co.uk/en_GB/FOOTBALL26 and enter your full name, email address, mobile number and upload a photo of your receipt. Multiple entries permitted. There is three prize available to be won: 1x £25,000 cash prize, £1x 10,000 cash prize, 1x £5,000 cash prize awarded via BACS payment to winner. Retain receipt. Exclusions apply. For full terms and conditions visit: www.kelloggsvantage.co.uk/en_GB/tnc

By entering this promotion, we will process your personal information for the purpose of administering the promotion in accordance with the terms and conditions. For further information on how your personal data will be compliantly handled visit: www.kelloggs.ie/en_IE/privacy-notice.html or email dataprivacyofficer@kellanova.com

Promoter: Kellogg Marketing and Sales Company (UK) Limited, Orange Tower, MediaCityUK, Salford, M50 2HF.

Long T&Cs

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 trading businesses or sole traders who are registered customers of Buying Group, Bestway, Booker, Nisa, Spar & Onestop and is not open to members of the public.
3. The Promoter is Kellogg Marketing and Sales Company (UK) Limited (03237431). ('The Promoter') and the registered address is Orange Tower Media City UK, Salford, Greater Manchester, M50 2HF.
4. The Data Controller is Kellogg Marketing and Sales Company (UK) Limited (03237431) and the registered address is Orange Tower Media City UK, Salford Greater Manchester, M50 2HF.

5. The Data Processor agency is Mindtree Ltd and the registered address is 6TH AND 7TH FLOOR GOPALAN SEZ, WHITEFIELD, BANGALORE, ZZ, India, 560066
6. The Prize Fulfilment Agency Is Cloud Nine Incentives LTD, Market House, Silver End, Olney, Buckinghamshire MK46 4AL.
7. Employees of trading businesses are permitted to enter. Employees of the Promoter, Buying Group, Bestway, Booker, Nisa, Spar & Onestop their family members, subsidiaries, other group companies, their 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.
8. 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. For the avoidance of doubt, the prize will only be awarded to the individual entering.
9. Entrants must be aged 18 or over. Open to GB residents only. Purchase necessary. Internet access required.
10. The promotion is open from 00:00 on 01.05.26 and closes at 23:59 on 30.06.26 (the 'Promotional Period'). Any entries received outside this period will not be accepted.
11. To enter the prize draw: business owners and employees of trading businesses or sole traders who are registered customers of Buying Group, Bestway, Booker, Nisa, Spar & Onestop must purchase any qualifying case of Pringles (PMP 165g/160g/70g) & Cheez-It (PMP 120g/65g) from Buying Group, Bestway, Booker, Nisa, Spar & Onestop in-store only during the Promotional Period and:
 - i) Scan the QR code visible on in-store media or visit:
www.kelloggsvantage.co.uk/en_GB/FOOTBALL26
 - ii) Provide your full name, email address & mobile number;
 - iii) Upload a photo of your itemised till receipt;
 - iv) Each entrant's proof of purchase will be verified and the winner will be drawn at random from all valid entries received during the Promotional Period by an independent adjudicator.
12. There is no limit on the number of entries per person. Each participating case combination purchased counts as one entry into the prize draw.
13. Retain proof of purchase showing date of purchase during the Promotional Period and prior to the date of entry.
14. Purchase must be of qualifying Pringles products (PMP 165g/160g/70g case) & Cheez-it Products (120g/65gPMP) to be valid for entry.

Tier 1 qualifying entries will consist of: 1x case of Pringles PMP 165g or 160g & 1x case of 120g PMP Cheez-It.

Tier 2 qualifying entries will consist of: 1x case of Pringles PMP 165g or 160g, 1x case of

Pringles 70g, 1x case of 120g PMP Cheez-It & 1x case of 65g PMP Cheez-It.

The “**Qualifying Products**” are listed below (subject to availability and whilst stocks last):

Kellogg SKU Code	Product Description
7017858000	Pringles Original 165g PMP
7017860000	Pringles Sour Cream & Onion 165g PMP
7017862000	Pringles Salt & Vinegar 165g PMP
7017864000	Pringles Texas BBQ Sauce 165g PMP
7017868000	Pringles Prawn Cocktail 165g PMP
7017866000	Pringles Cheese & Onion Crisps PMP 165g
7018560000	Pringles Hot Blazin' Fried Chicken 6x160g PMP
7017713000	Pringles Hot Sweet Chilli 6x160g PMP
7018651000	Cheez-It Double Cheese 12x120g PMP
7018654000	Cheez-It Cheese & Chilli 12x120g PMP
7017787000	Cheez-It Double Cheese 16x65g PMP
7017790000	Cheez-It Cheese & Chilli 16x65g PMP
7017217000	Pringles Sour Cream & Onion Crisps Can 70g PMP
7017223000	Pringles Salt & Vinegar 70g PMP
7017220000	Pringles Original Crisps Can 70g PMP
7017262000	Pringles Hot & Spicy 70g PMP
7017226000	Pringles Texas BBQ Sauce Crisps 70g PMP
7018806000	Pringles Hot Kikin' Sour Cream sharing crisps 70g
7018809000	Pringles Hot Smokin' BBQ Ribs sharing crisps 70g
7018592000	Pringles Sour Cream & Onion 12x70g PMP

15. **“Participating Retailers”** are any Buying Group, Bestway, Booker, Spar, Nisa & Onestop that displays our promotional in-store media . The promotion is live in each Participating Retailer for the duration of the Promotional Period however, point of sale material may not be on display in stores throughout the duration of the Promotional Period.
16. Internet access, full name, email address, mobile number, the purchase of a Qualifying Product from a Participating Retailer and receipt upload is required for entry. Mobile phone required to contact the winner if no response is received via initial e-mail contact and for the Prize Fulfilment to contact the winner to fulfil their prize. Entrants who make an entry on someone else’s behalf will be disqualified, at the Promoter’s discretion.
17. Entries (bulk or otherwise) made from syndicates, consumer groups or third parties will not be accepted. If it becomes apparent that an entrant has entered multiple times or is using 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.
18. Incomplete, illegible, invalid or misdirected entries will not be accepted. Proof of sending will not be accepted as proof of delivery. The Promoter takes no responsibility for entries delayed, incomplete or lost due to technical reasons or otherwise.
19. There is three prize available to be won in total, the value is detailed as follows:
 - i) 1x winner of a £25,000 cash prize paid via BACS transfer - available for Tier 2 entries (as defined in Clause 14 above)
 - ii) 1x winner of a £10,000 cash prize paid via BACS transfer. - available for Tier 1 entries (as defined in Clause 14 above)
 - iii) 1x winner of a £5,000 cash prize paid via BACS transfer. - available for Tier 1 entries (as defined in Clause 14 above)
20. The three prize winners will be drawn at random by an independent adjudicator from all the valid entries received and verified by the Promoter by 03.07.26.
21. Three (3) winners will be selected in total. One (1) winner will be selected from each of the following customer groups:
 - (a) Booker / OneStop
 - (b) SPAR / Nisa
 - (c) Buying Groups / Bestway

One winner per customer group is guaranteed, provided that at least one valid and eligible entry is received from that customer group in accordance with these Terms and Conditions.

If no valid entries are received from a customer group, the Promoter reserves the right to reallocate the prize at its sole discretion.

22. Winner will be contacted by within 5 working days via email using the email address used to enter the promotion. A follow-up call will be made to the mobile phone number used to enter the promotion in the event the winner cannot be contacted via email. To claim, winner must reply to the e-mail providing their full name, proof of ID to acknowledge their prize and confirm permission for their details to be provided to the Third Party Prize Fulfilment Agency. Once the winner has given their permission for their details to be transferred and provided the details requested, they will be contacted by the Fulfilment Agency via SMS using the mobile number used to enter the promotion within 7 days of their prize acknowledgement to obtain their GB bank account details and county of residence for the purposes of the winners list, if no objection is received.
23. All reasonable effort will be made to contact the winner using the e-mail address and mobile number they provide upon entry, however, if their prize is not claimed within 14 days of first notification or the 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 the prize. 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 the prize 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 the winner.
24. The prize may be redeemed by the winner only and is not transferable and cannot be swapped for another prize.
25. No alternative prize will be provided in whole or in part except in the event of circumstances outside its control, the Promoter reserves the right to provide an alternative prize of equal or greater value.
26. The 1x £25,000 cash prize, 1x £10,000 cash prize & 1x £5,000 cash prize will be supplied via BACS transfer by the Third Party Prize Fulfilment Agency via a secure process – GB bank account required for transfer. To receive their cash prize, winner will be asked to provide their bank details for the BACs transfer of the allocated 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 winner will be asked to input their bank details into a password protected form and share with the Third Party Prize Fulfilment Agency via a secure banking link.
27. 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. Bank details will be deleted once payment has been made to the winner.
28. Once the winner has successfully confirmed all details for prize fulfilment and the completion of the verification process, their cash prize will be fulfilled within 28 days of receipt of valid GB bank details. If the prize winner does not receive their BACs payment for their cash prize,

within the 28 days specified.

29. It is the responsibility of the winner 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 the winner failing to supply accurate information which affects prize acceptance or fulfilment of their prize.
30. The decision of the Promoter is final. No correspondence will be entered in to.
31. Under no circumstances will the Promoter 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 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.
32. The prize winner's surname and county of residence will be available for 3 months after the closing date by DataPrivacyOfficer@kellanova.com. We reserve the right to refuse such requests. Entrants can object to disclosure, or request that disclosure be limited in scope by contacting DataPrivacyOfficer@kellanova.com. We may nevertheless disclose the information to the Advertising Standards Authority if required to do so.
33. Winner may be requested, but are not obliged, to enter into publicity as a result of the promotion.
34. The Promoter reserves the right to verify all entries including but not limited to asking for proof of purchase and ID (passport, driving licence or equivalent). The Promoter reserves the right to refuse to award the prize or withdraw prize entitlement and/or refuse further participation in the promotion and disqualify the entrant 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 an entrant has gained unfair advantage in participating or won using fraudulent means.
35. 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.
36. 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 entrants in order to avoid undue disappointment.

37. 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 an entrant's entry to the promotion.
38. We are committed to protecting your privacy. By entering this promotion Kellogg Marketing and Sales Company (UK) Limited will process your personal Information for the purpose of administrating the Promotion in accordance with the terms and conditions. We will never sell your data to third parties. Your data will be processed and held on servers located in the United States. The Promoter has ensured that any processors we use are obligated under EU Standard Contractual Clauses to ensure data protection compliance. Your Data will be stored for 3 months after the close of the promotion before deletion. 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.ie/en_IE/privacy-notice.html. You can also contact us at DataPrivacyOfficer@kellanova.com.
39. The Prize Fulfilment Agency will be acting as an independent data processor for the purpose of fulfilling the prize. Personal data will at all times be kept confidential and will be processed in accordance with current Data Protection legislation. You can request access to your personal data, or have any inaccuracies rectified, by sending an email to DataPrivacyOfficer@kellanova.com.
40. We are committed to protecting your privacy. Kellogg Marketing and Sales Company (UK) Limited is the controller of your personal data will only process your information to administer this promotion in line with these terms and conditions. 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. 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.
41. If required by law or self-regulatory codes that govern the operation of the Promotion, the Promoter may be required to share some personal data of Winners with authorities, solely to

the extent legally required. This information may include Winners' name, surname, region of residence or any other personal data the Promoter is required to share.

42. 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.
43. These terms and conditions shall be governed by the law of England and Wales , and entrants submit to the exclusive jurisdiction of the courts of England and Wales.