

**PARMALAT PROCESSED CHEESE SLICES  
PARMALAT PHUMA PHAMBILI –  
2018 TRADER LOYALTY CAMPAIGN  
TERMS & CONDITIONS**

Revised: 19-03-2018

1. The promoter is Parmalat South Africa (Pty) Ltd (“**the Promoter**”).
2. The promotional competition is open to all South African residents who are over the age of 18 years and in possession of a valid identity document, except any director, member, partner, employee, agent or consultant of the Promoter, the marketing service providers or any person who directly or indirectly controls or is controlled by the Promoter and/or the aforementioned persons, including their spouses, life partners, business partners or immediate family members.
3. This promotional competition is open from 01 April 2018 and ends at 12am (midnight) on 31st October 2018. Any communication and or notification received after the closing date will not be considered.
4. In order to enter the Parmalat Phuma Phambili 2018 Trader Loyalty Campaign, traders will need to comply with the following:

4.1 Traders must:

- a) Purchase 900g Parmalat Cheese Slices and keep the till slip as proof of purchase or bank them via SnapnSave for automatic logging and verification;
- b) Purchase a minimum of 20 cases 900g Parmalat Cheese Slices to qualify to win a prize;
- c) Purchase as many cases as possible to match the desired incentive tier from the following options available:

Tier	Region	Points Requirement System	Number of Prizes Available	Description of Prize
<b>1</b>	ALL	20 Cases	441	1 Case of PCS
<b>2</b>	ALL	40 Cases	150	Branded Sandwich Board
				2 Branded Aprons
				2 Branded Jackets
				2 Branded Bibs
				2 Spotties

<b>3</b>	ALL	60 Cases	50	Deep Fat Fryer
				3 Branded Aprons
				3 Branded Jackets
<b>4</b>	ALL	85 Cases	35	Branded Table & Chair Set (4 Chairs)
<b>5</b>	ALL	90 Cases	20	Branded Fridge

- d) Once the number of cases purchased match the desired prize, the trader can contact the Phuma Phambili Team using the following communication options to claim or redeem the prize:
1. By miss-calling 087 550 6960. The team will thereafter call you back;
  2. By sending an MMS picture of your Till Slip as proof to 071 661 9209; and/or
  3. By meeting Promoters at selected Wholesalers at the end of April, May, June, August, September or October. Otherwise prizes will be delivered during November 2018 once verifications have been done.
- e) Trader can also bank their tills slips via SnapnSave to avoid loss and for automatic slip verification.
- f) On verification of proof of purchase, Trader may be entitled to claim the desired prize/s which are redeemable against the total number of cases purchased.
- g) Redemptions are only valid up to and including the specified number per collection ratio. The redemption is on a first-come-first-served verified basis.
- h) Traders can expect to take delivery within 4 – 6 weeks upon verification and approval of their desired reward.
5. All entrants must keep their proof of purchase for verification purposes. Failure to do so will result in the reward no longer being valid.
6. Multiple reward claims are valid but must fall within the stipulated total cases purchased against redemption ratio.

7. The promotional competition is only open to traders in the Gauteng, Mpumalanga, Limpopo, North West, Free State, KwaZulu Natal and Eastern Cape regions.
8. All winners will be required to provide their names, ID numbers and contact details and to sign an acknowledgment of receipt of the reward.
9. Trader winners will be notified telephonically where the winner will be required to verify their details and collections prior to validation of winnings.
10. Any prize not claimed within one month of notification of collection will be forfeited.
11. The names of the winners, once contacted, may be published in a community newspaper in the area within which the competition runs.
12. The Promoter shall not be responsible for any lost, damaged or delayed entries for any reason whatsoever. Proof of sending will not be accepted as proof of receipt.
13. The prize is not exchangeable for cash and is not transferrable. The Promoter's decision is final regarding all and any aspect of the Promotion and no further correspondence will be entered.
14. The Promoter reserves the right to use a participant's details for marketing and research purposes, unless a participant advises otherwise.
15. The Promoter reserves the right to use the images taken of the winner for publicity purposes in any manner they deem fit, without further remuneration being made payable to the winner. However, the winner has the right to object to these images being used by written notification to the Promoter at Parmalat SA (Pty) Ltd, Strand Road, Stellenbosch, 7600 Att: Legal Department Office.
16. The Promoter shall have the right to change or terminate the promotional competition immediately and without notice. In the event of such change or termination, all participants agree to waive any rights that they have in respect of this promotional competition and acknowledge that they will have no recourse against the Promoter or its agents.
17. In the event that the prize is not available despite the Promoter's reasonable endeavours to procure the prize, the Promoter reserves the right to substitute prizes of equal value.

18. Neither the Promoter, its agents, its associated companies, nor any directors, officers or employees of such, shall be liable for any loss or damage, whether direct, indirect, consequential or otherwise arising from any cause whatsoever, which may be suffered by the participant.
  
19. To the fullest extent permitted by applicable law (but not otherwise) the Promoter, its agents for administering the Promotion and the prize sponsors assume no responsibility and are not liable for:
  - a) the accuracy or otherwise of the prize description or illustration;
  - b) the non-availability, loss, interception or interference with, late receipt or damage of or to any prize, notification or other communication;
  - c) any representation, warranty, condition or guarantee in respect of a prize.
  
20. Participation in the promotional competition constitutes acceptance of the promotional competition rules and participants agree to abide by the rules.