**COKE FOOD FEST TERMS AND CONDITIONS**

**Official Rules**

1. **Promoter/s.** ABI Bottling (Proprietary) Limited, Coca-Cola Fortune (Proprietary) Limited, and Coca-Cola Shanduka Beverages South Africa (Proprietary) Limited are promoters to this promotional competition (“Promotional Competition”), and each a member of Coca-Cola Beverages South Africa (“CCBSA”).
2. **Eligibility.** The promotional competition is open direct or indirect customers of Promoters and who are citizens, temporal or permanent residents of South Africa as well as any person with official refugee or asylum papers from the Department of Home Affairs, who are over the age of 18 years. Any employee, director, partner, immediate family member, agent, consultant or any person directly or indirectly who controls or is controlled by the Promoters and/or The Coca-Cola Company, their advertising agencies, advisers, affiliates and/or associated companies (collectively, “Disqualified Persons”) are disqualified from participating.
3. **Agreement to Official Rules.** By entering the Promotional Competition, all Participants agree to be bound by these rules which will be interpreted by the Promoters, whose decision regarding any dispute will be final and binding. The Promoters reserve the right to amend, modify, change, postpone, suspend or cancel this Promotional Competition and any prizes (which have not yet been subject to a selection), or any aspect thereof, without notice at any time, for any reason which the Promoters reasonably deem necessary and without any compensation whatsoever.
4. **Promotional Period.** The promotional competition commences on 1 December 2016 and ends at 23H59 on 30 April 2017, both days inclusive.
5. **Prize/s.** Participants stand a chance to win their share of **R1,150,000** in prizes.
6. **How to Enter (Meals Competition)**

In order to enter for the Coke Food Fest Campaign, Participant must:

* 1. Sign up either manually by completing a registration form and submitting to Promoter or through a Coke Food Fest Mobi-Site found at <http://www.ccbsafoodfestival.co.za> from 1 – 31 November 2016. A unique customer participation number will be generated at registration and used at Participant’s point of sale (“POS”) materials for consumer voting;
  2. Participant must have a valid Health Certificate of Acceptability by no later than 31 January 2017 to be legible for winning any of the prizes;
  3. Agree to have the campaign activated and advertised in their stores/outlets for the entire Period.
  4. offer meal options at their stores/outlets;
  5. enter a meal combo under any of the 3 meal categories paired with Participating Products;
  6. the 3 meal categories mentioned:
     1. **On The Go (OTG)** – pies, boerewors rolls, sandwiches, burgers, vetkoek & filings, wraps, and any small meals that can be consumed on the go;
     2. **Gourmet** – speciality burgers/Gatsby/sandwishes, seafood, meat, chicken and all gourmet meals; and
     3. **Traditional** – bunny chow, pap, samp, tripe, stews, potjiekos, biryani, curies, bobotie, shisanyama or any plated meal that is consumed plated or at sit down.
  7. Consumers to vote for their favourite participating meal by dialling the USSD code provided and submitting the outlet participating number generated during registration.
  8. Consumer voting limit: 3 votes per person per day during the Promotion Period. Votes by Participants or using Participant’s number will be automatically disqualified.
  9. Customer can access leader board at <http://www.ccbsafoodfestival.co.za> to view number of votes from consumers.
  10. 15 highest performing Participants at store level per region will be visited by celebrity judges. The consumer votes plus celebrity votes will count towards 70% of the overall weighting for best meals. The balance of 30% weighting will be determined by Sponsor based on monthly customer execution at the Participant’s outlet.
  11. 15 highest qualifying Participants (top 5 per meal category) to attend the Coke Food Fest Event, in Johannesburg in August 2017.
  12. 12 finalists (3 x winners per region per meal category) will be announced during the week of the 8th – 12th May 2017 and invited to attend a national media and stakeholder only event to be held in Gauteng during the month of August 2017.
  13. 12 leading finalists will stand a chance to win their share of **R 720’ 000** cash prize:
      1. R270’000 shared amongst each of the 12 regional finalists;
      2. R150,000 cash prize awarded to 1(one) winner per meal category. 3 grand prize winners (1winner per meal category) will be announced at the Coke Food Fest Event, in Johannesburg in August 2017 (selection to be conducted at the end of the Promotional Period); and
  14. All cash prizes will be awarded at the end of the incentive period during the month May 2017.

1. **How to Enter (Volume Growth Incentive)**
   1. There are 4 regions within CCBSA territory: Coastal, North, Gauteng and Inland Region. Participants can only participate in 1 region and where they currently conduct business. If a Participant conducts business in more than 1 region, the Participant must select 1 region to enter, failing which Promoters will be entitled to select 1 region for the Participant in their absolute discretion;
   2. Participants stand a chance of winning their share of **R280’000** awarded to Participant with highest percentage increase in volumes during the Period. Each of the 4 regions will distribute **R70’000** in cash prizes based on the following Tiers:
      1. Tier 1 = R30’000 (1000 > Cases)
      2. Tier 2 = R20’000 (200 – 999 Cases)
      3. Tier 3 = R15’000 (20 – 199 Cases)
      4. Tier 4 = R5’000 (0 cases – 19).
      5. Participants with no prior year volume numbers with Promoters will be allocated a minimum targeted cases in the relevant tier (Between 1 to 4) based on average cases bought in the past 3 months. Qualification for tiers will be discussed with you by the relevant sales representative in your region.
   3. All cash prizes will be awarded at the end of the incentive period during the month May 2017.
2. **Overseas Trip**. All 12 finalists for meals competition as well as the 4 regional winners of each volume growth incentive will be entered into a draw for a chance to win double tickets to the 10th FIFA Confederations Cup in Russia during the period 17 June – 2 July 2017. The hospitality prize includes 1 double ticket to the Confederations Cup, plus 2 return economy air tickets, accommodation at a suitable hotel chosen Sponsor, and some meals worth a total of **R150’000** including VAT. A draw will be conducted at the Coke Food Fest Event, in Johannesburg in August 2017 to determine a winner for the trip.
3. **Selection.** 
   1. The Promoter or its nominated administrator’s decision is final and binding.
   2. Participants whose entrees have been selected will be notified by e-mail or telephonically within 4 weeks from date of selection of winners as to where and when they may collect their prizes.
   3. Participants must have a valid passport by 30 April 2017 and must be able to travel to Russia during the period 15 June – 5 July 2017, failing which the Promoters shall entitled to award the double tickets to 2nd place winner, or failing them, 3rd place winner. For the avoidance of doubt, should a Participant be refused a visa to travel to Russia, such Participant will be deemed not to have qualified for the prize.
   4. The Promoters do not accept any liability for any further and or additional costs and/or expenses in relation to delivery of the prize.
4. **Requirements of Potential Winner/s.**

Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. In the event that a potential winner cannot be contacted, fails to collect a prize within one month of being notified thereby forfeiting such prize, forfeits the prize for any other reason, or is disqualified for any reason, the Promoter or its administrator will select an alternate potential winner from all remaining eligible entries, up to 3 alternates.  If the alternate potential winners are disqualified, the applicable prize will not be awarded.

1. **Publicity.**

The Promoters may require the finalists and winners to be identified, photographed and published in printed media, or to appear on radio and television, when accepting their prizes and/or after having received their prizes. The winners will be given the opportunity to decline to the publication of their images and to participate in the Promoters’ marketing material in so far as it relates to the Promotional Competition

1. **General conditions.**
   1. If the Promoters are unable to reach any person after selecting his/her entry for whatsoeverreason, such person will be disqualified and the selection of a replacement entry shall take place in the same manner as the first selection.
   2. The prizes are neither transferable nor redeemable for cash and the Promoters are not liable for any defect in the prizes. The Promoters reserve the right to substitute prizes with any other prize of a comparable commercial value or to vary, postpone, suspend, or cancel the Promotional Competition and any prizes (which have not yet been subject to a selection), or any aspect thereof, without notice at any time and for any reason whatsoever.
   3. In the event that the operation, security, or administration of the Promotional Competition is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Promoter may, in its sole discretion, either: (a) suspend the Promotional Competition to address the impairment and then resume it in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Promotional Competition and award the prizes in a random selecting from among all eligible entries received up to the time of the impairment. The Promoter reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotional Competition or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Promotional Competition may be a violation of criminal and civil law, and, should such an attemptbe made, the Promoter reserves the right to seek damages from any such person to the fullest extent permitted by law. The Promoter's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
   4. The Promoters will require the winners to complete and submit a declaration form, prize acceptance form to enable the Promoters to ensure compliance with these rules and the Consumer Protection Act 68 of 2008. Should any winner refuse or be unable to comply with this rule for any reason, such winner will be deemed to have rejected the prizes and it shall revert back to the Promoters.
   5. Information collected from Participants is subject to Promoter’s Privacy Policy found at [www.ccbsafoodfestival.co.za](http://www.ccbsafoodfestival.co.za)
   6. **Release and Limitation of Liability.** Except where prohibited in law, participants and the winners, as the case may be, indemnify the Promoters, all members of CCBSA, Coca-Cola Beverages Africa (Proprietary) Limited and The Coca-Cola Company, as well as their directors, employees, agents, advertising agencies, advisers, suppliers and customers against any and all claims of any nature whatsoever (including consequential and economic loss) arising out of and/or from their participation in any way howsoever in this Promotional Competition including, but not limited to: (a) any act or omission, whether as a result of gross negligence, misrepresentation, misconduct or otherwise, (b) use of the prizes, (c) unauthorized human intervention in the Promotional Competition, (d) technical errors related to computers, servers, providers, printers or telephone or network lines, (e) errors in the administration of the Promotional Competition or the processing of entries, (f) injury or death or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Participant’s participation in the Promotional Competition or receipt or misuse of any prize. If, for any reason, the Participant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Participant’s sole remedy is another Promotional Competition entry, if it is possible.
2. **Queries.** All queries in connection with this Promotional Competition should be directed to Customer Care Line: 0860 112 526.
3. Copy of Rules. A copy of the competition rules is available at no cost to the Participants and can be downloaded in printable form from [www.ccbsafoodfestival.co.za](http://www.ccbsafoodfestival.co.za)

**Abbreviated Rules**

**ABBREVIATED RULES for Print**

OPEN TO CUSTOMERS THAT ARE LEGAL RESIDENTS IN SOUTH AFRICA, 18 YEARS OR OLDER. Competition ends 30 April 2017. For terms and conditions, entry periods, and prize description, visit [www.ccbsafoodfestival.co.za](http://www.ccbsafoodfestival.co.za). Promoter: Members of Coca‑Cola Beverages South Africa.

**Abbreviated Rules for Online Ads – Banner**

OPEN TO CUSTOMERS THAT ARE LEGAL RESIDENTS IN SOUTH AFRICA, 18 YEARS OR OLDER. Competition ends 30 April 2017. Ts & Cs, visit [www.ccbsafoodfestival.co.za](http://www.ccbsafoodfestival.co.za). Promoter: Members of Coca‑Cola Beverages South Africa.

**Abbreviated Rules for Online Ads – Not a Banner**

OPEN TO CUSTOMERS THAT ARE LEGAL RESIDENTS IN SOUTH AFRICA, 18 YEARS OR OLDER. Competition ends 30 April 2017. For terms and conditions, entry periods, and prize description, visit [www.ccbsafoodfestival.co.za](http://www.ccbsafoodfestival.co.za). Promoter: Members of Coca‑Cola Beverages South Africa.