

## Walkers “Free Lunch” 2025 Terms and Conditions

05 NOV 2024

### Walkers “Free Lunch” on pack Terms and Conditions:

UK & ROI 18+ only. **Instant win:** 00:00 20/01/25 – 23:59 30/03/25. Purchase necessary. Retain pack. Internet access and valid email address required. **Instant Win Prizes:** 1 x “Free Lunch for a Year” (cash Prize of £1,825) and 120 x “Free Lunch” in the form of a £5 retailer eGift card each day. Cash alternative if eGift card not available. Prizes allocated by random winning moments (8,470 in total). **Wrap Up Draw:** 00:00 31/03/25 – 23:59 30/06/25. All entries received during the Wrap Up Draw period will be entered into a Prize draw. **Wrap Up Draw Prizes:** 50 x £5 cash. In ROI all Prizes € equivalent. Max 2 entries per person per day. Max 1 Prize per person. Single Prize pool across all promotional products. See [www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch](http://www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch) for full T&Cs & details.

### Walkers “Free Lunch” summary Terms and Conditions:

UK & ROI, 18+ only. 00:00 20/01/25 – 23:59 30/03/25. Purchase necessary. Keep pack. Internet access and valid email address required. To enter, purchase a promotional pack, scan the QR code or visit the website, register for an account by entering your details and pack code. Prizes allocated instantly by random winning moments. Prizes: 1 x “Free Lunch for a Year” (cash Prize of £1,825) and 120 x “Free Lunch” in the form of a £5 retailer eGift card per day. Cash alternative if eGift card not available. **Wrap Up Draw:** 00:00 31/03/25 – 23:59 30/06/25. All entries received during the Wrap Up Draw will be entered into a prize draw. **Wrap Up Draw Prizes:** 50 x £5 cash. In ROI all Prizes € equivalent. Max 2 entries per person per day & 1 Prize per person. T&Cs & details: [www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch](http://www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch).

### Walkers “Free Lunch” Full Terms and Conditions:

- 1) This Promotion is open to residents of the United Kingdom (“UK”) and the Republic of Ireland (“ROI”) aged 18 or over. Any persons directly connected with the creation and administration of this Promotion (including but not limited to any employees of the Promoter, its affiliates and its agencies) are excluded from entering this Promotion. The Promoter may request the Winner to provide proof of purchase.
- 2) Purchase is necessary. **Please retain all packaging, as this will be required for validation and in order for the Winner to receive their Prize.** New packaging must be retained for every new entry. Internet access and a valid email address etc are required.
- 3) Please note that while we want to encourage you to participate and enjoy the benefits of the Promotion we believe in responsible consumption of our products. Please do not purchase more product than you can reasonably consume just to participate in this Promotion.
- 4) **Promotion Period:**
  - a) **Instant Win:** Enter between 00:00 on 20 January 2025 and 23:59 on 30 March 2025 inclusive.
  - b) **Wrap Up Draw:** Enter between 00:00 on 31 March 2025 and 23:59 on 30 June 2025.
- 5) **To Enter:**
  - a) **Instant Win:**
    - i) Purchase a promotional pack of Walkers, as defined in Clause 6.
    - ii) Scan the QR code on back of pack with your mobile camera or go to [www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch](http://www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch) and sign into your account or register for an account by entering your full name, email address, country, unique code beginning with P from pack (found within the best before box) and confirm that you are over 18 years of age at the time of entry. See [www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch](http://www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch) for further details.

iii) Find out instantly if you are a Winner of an Instant Win Prize.

b) **Wrap Up Draw:**

- i) Purchase a promotional pack of Walkers, as defined in Clause 6.
- ii) Scan the QR code on back of pack with your mobile camera or go to [www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch](http://www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch) and sign into your account or register for an account by entering your full name, email address, country, unique code beginning with P from pack (found within the best before box) and confirm that you are over 18 years of age at the time of entry. See [www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch](http://www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch) for further details.
- iii) You will be entered into the Wrap Up Draw.

6) **Promotional Packs:**

Walkers Ready Salted 6x25g  
Walkers Cheese & Onion 6x25g  
Walkers Salt & Vinegar 6x25g  
Walkers Variety 6x25g  
Walkers Ready Salted 70g PMP £1.25  
Walkers Cheese & Onion 70g PMP £1.25  
Walkers Ready Salted 45g  
Walkers Cheese & Onion 45g  
Walkers Prawn Cocktail 45g  
Walkers Salt & Vinegar 45g  
Walkers Ready Salted 32.5g  
Walkers Cheese & Onion 32.5g  
Walkers Salt & Vinegar 32.5g  
Walkers Variety 20x25g  
Walkers Meaty 20x25g  
Walkers Less Salt Lightly Salted 6x25g  
Walkers Less Salt Mild Cheese & Onion 6x25g  
Walkers Less Salt a Dash of Salt & Vinegar 6x25g  
Walkers Less Salt Delicate Prawn Cocktail 6x25g  
Walkers Less Salt Lightly Salted 45g  
Walkers Less Salt Mild Cheese & Onion 45g  
Walkers Baked Sea Salt 6x22g  
Walkers Baked Cheese & Onion 6x22g  
Walkers Baked Salt & Vinegar 6x22g  
Walkers Baked Variety 6x22g  
Walkers Baked Prawn Cocktail 6x22g

- 7) Maximum of 2 entries is permitted per person per day during the Promotional Period. Each purchase of a promotional pack may only be used to enter once. Whilst we want you to enjoy this promotion, please do not purchase more product than you can reasonably consume to increase your chances of winning.
- 8) Maximum of 1 Prize per person during the Promotional Period (including for the avoidance of doubt both the Instant Win Promotional Period and Wrap Up Draw Promotional Period).
- 9) There is a single Prize pool across all promotional products. **Prizes:**
  - a) **Instant Win:** During the Promotion Period, there is a total of 8,470 Prizes to be won, consisting of:

- i) 70 x “Free Lunch for a Year” Prizes of £1,825 (or € equivalent) that shall be delivered in the form of cash. The Euro equivalent is based on the exchange rate as listed on [www.xe.com](http://www.xe.com) on 15 January 2025 which equates to a € equivalent of €2,162.64.
- ii) 8,400 x “Free Lunch” worth £5 that shall be delivered in the form of a retailer eGift card. If eGift cards are not offered by a Winner’s preferred retailer (as specified at the time of Prize claim), Winner will receive their Instant Win Prize in cash. Winners resident in the Republic of Ireland will receive the Euro equivalent of the Instant Win Prize in the form of cash only. The Euro equivalent is based on the exchange rate as listed on [www.xe.com](http://www.xe.com) on 15 January 2025 which equates to a € equivalent of €5.93.
- b) **Wrap Up Draw:** There is a total of 50 Prizes to be won, that shall be delivered in the form of £5 (or € equivalent) cash. The Euro equivalent is based on the exchange rate as listed on [www.xe.com](http://www.xe.com) on 15 January 2025 which equates to a € equivalent of €5.93.

#### 10) Winner Selection:

- a) **Instant Win:** During the Promotion Period, 8,470 “winning moments” (days, hours, minutes, seconds), have been randomly selected by an independent verification service. There are 120 winning moments for the “Free Lunch” Prizes and one winning moment for the “Free Lunch for a Year” Prize every day throughout the Instant Win Promotion Period. The first valid entry on or after that winning moment will be awarded the Prize. If no entry is received between one winning moment to the next, the Prize from that winning moment will be rolled over, creating an additional winning moment. All 8,470 Instant Win Prizes have been made available and it is intended that they will be won.
- b) **Wrap Up Draw:** 50 Winners will be randomly selected from all valid entries received during the Wrap Up Draw Period. Wrap Up Draw will be conducted by VCG The PromoRisk People Ltd., within 5 working days of the close of the Wrap Up Prize Draw Period. All 50 Wrap Up Draw Prizes worth £5 each will be won.

#### 11) Winner Notification:

- a) **Instant Win:** The winning entrants will be instantly notified on screen and asked to follow the instructions to claim their Prize. Winners will also receive a confirmation email to their email address used upon entry within 3 working days of on-screen notification, confirming their Prize and a unique claim link which, when clicked, will take them to a claim form where they will be asked to indicate preferred retailer for eGift Prize or to provide bank account name, number and sort code (or for Republic of Ireland Winners, IBAN and BIC) for Prize payment by cash. Prizes must be claimed by the Winner within 3 months of date of win. After 3 months of the date of win, the Prize will be forfeited.
- b) **Wrap Up Draw:** Winners will be contacted via the email address provided on entry within 5 days of Wrap Up Draw Winner selection and will be asked to provide evidence of identity and eligibility. Reasonable efforts will be made to contact the Winners. If a Winner does not respond to the initial contact within 14 days, the Promoter reserve the right to disqualify that/the entrant and award the Prize to a reserve selected in the same manner. Reserve Winners may have less time to respond.

#### 12) Prize Delivery:

- a) **Instant Win:** Retailer eGift card Prizes will be emailed to the email address entered within 5 days of Prize claim. Use of eGift cards is subject to the expiry date, terms and conditions and redemption instructions that are included with the eGift card. Cash Prize payments are via bank transfer made by the Promoter’s agency to a UK or ROI account only. Bank transfer is the only method of cash Prize transfer available. Prizes will usually be delivered within 5 days from date of claim but in the unlikely event that a Prize doesn’t arrive within 28 days of the Winner claiming their Prize, Winners will have a further 28 days to inform the Promoter by contacting [walkersfreelunch@promotioncustomerservices.com](mailto:walkersfreelunch@promotioncustomerservices.com). In the event that a Winner does not inform the

Promoter within this timeframe, the Promoter will reserve the right to not reissue the Prize or limit its value at their sole discretion.

- b) If you receive a notification that you are the Wrap Up Draw Prize Winner, you will be asked to provide your bank account details to which your Prize will be sent within 28 days of confirming details. In the unlikely event that a Prize doesn't arrive within this timeframe, the Winners will have a further 28 days to inform the Promoter by contacting [walkersfreelunch@promotioncustomerservices.com](mailto:walkersfreelunch@promotioncustomerservices.com). If a Winner does not do so, the Promoter reserves the right to not reissue the Prize or limit its value at its sole discretion.

- 13) The Prizes are not transferable or exchangeable. No other form of compensation is available. If for any reason any Prize is not available, the Promoter reserves the right, at its sole discretion to substitute another Prize for it, of equal or greater value.
- 14) Provided no objection from the Winners is received, a Winners' list containing their surname and date of win will be made available by the Promoter 4 weeks after the close of the Promotion Period, for a period of 8 weeks, by contacting [walkersfreelunch@promotioncustomerservices.com](mailto:walkersfreelunch@promotioncustomerservices.com). Winners can object to their surname being published or request for the amount of information being published to be reduced during the Winner Notification process. However, without prejudice, the Promoter will provide Winner information to the Advertising Standards Authority on reasonable request.
- 15) The Promoter may request that the Winners participate in reasonable publicity arising from the Promotion. Participation is at the Winner's discretion and is not a condition of Prize Acceptance.
- 16) If the Promotion is not capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, the Promoter reserves the right to disqualify any individual who tampers with the entry process or does not comply with these Terms & Conditions and to cancel, modify or suspend the Promotion or invalidate any affected entries.
- 17) The Promoter seeks to run a fair and secure promotion and prevent abuse and cheating. If you enter in a way that is not consistent with these Terms & Conditions, your entries (and any of your associated aliases) will be disqualified. Any Prize awarded may be void and recoverable, and the Promoter reserves the right to bar you from entering future promotions for a period of at least six months. For this reason, the Promoter reserves the right at any point to:
  - a) Verify the eligibility of entrants and/or Winners by requesting such information it consider reasonably necessary for this purpose. Entry or a Prize may be withheld until verification is completed.
  - b) Disqualify entries that are not made directly by the individual entering the Promotion.
  - c) Disqualify entries made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.
  - d) Disqualify bulk entries from individuals, trade, consumer groups or third parties, incomplete entries and entries submitted by macros or other automated means.
  - e) Disqualify entries beyond the maximum allowed, or those using techniques such as 'script', 'brute force', multiple SIM cards for text entries, masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.
  - f) Disqualify entrants who tamper with the entry process.
  - g) Disqualify entries which, in some other way, do not meet the requirements of these Terms & Conditions.

- h) Cancel, modify or suspend the Promotion should it not be capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion.
- 18) The Promoter reserves the right to verify the eligibility of entrants. The Promoter may require such information as it considers reasonably necessary for this purpose and a Prize may be withheld unless and until the Promoter is satisfied with the verification.
- 19) No responsibility can be taken for entries which are lost, delayed, corrupted, damaged, misdirected or incomplete or which cannot be delivered for any technical, delivery or other reason. Proof of sending will not be accepted as proof of receipt. The Promoter does not guarantee continuous or secure access to [www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch](http://www.joy-pepsico.eu/en-gb/promotions/walkers/freelunch).
- 20) The Promoter and its associated agencies and companies are not liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this Promotion or accepting or using a Prize, except for any liability which cannot be excluded by law. Nothing will exclude the Promoter's liability for death or personal injury as a result of its negligence.
- 21) The Promoter will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control arising from but not limited to Acts of God, global or regional epidemic or pandemic, adverse weather conditions, fire, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities, or any other circumstances of the Promoter.
- 22) Any and all personal data provided by you in connection with this Promotion will be used solely by the Promoter (or its appointed agents) to: (i) assist with running the Promotion; and/or (ii) conduct analytics to improve the Promoter's promotions, products or services. The Promoter (or its appointed agents) will not contact you for reasons other than this Promotion unless you have provided your express consent. All personal data will be handled in accordance with the Promoter's privacy policy, available at <https://www.pepsico.co.uk/legal/privacy-policy>.
- 23) The Promoter's decision is final and binding. No correspondence will be entered into.
- 24) In the Republic of Ireland this promotion is being carried out from 1 January 2025 under a lottery licence granted by the Dublin Metropolitan District Court on 9 October 2024. The lottery license is held by Pieta House of First Floor Greenhills Retail Park, Greenhills Road, Tallaght Dublin 24, Dublin (Charity No: CHY16913).
- 25) If any part of these Terms & Conditions is legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.
- 26) By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.
- 27) If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
- 28) These Terms & Conditions are governed by English law and their interpretation and application will be subject to the exclusive jurisdiction of the courts of England and Wales.

**Promoter:** Walkers Snacks Ltd, 450 South Oak Way, Green Park, Reading, Berkshire, RG2 6UW and PepsiCo Ireland Food & Beverages Unlimited Company, 70 Sir John Rogerson's Quay, Dublin 2.