

## CASTLE MILK STOUT ONE FOR THE ANCESTORS PROMOTIONAL OFFER RULES

15 MARCH 2021 – 30 APRIL 2021

### 1. Introduction

- 1.1. This promotional offer (“**Promotion**”) is run by The South African Breweries (Pty) Limited (“**Promoter**”) and is open to all persons of 18 years or older and resident in South Africa, except for: (a) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families; (b) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Promotion; or (c) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies, associated companies, and participating outlet owners and staff.
- 1.2. The rules set out in this document constitute the rules which will govern the Promotion (“**Promotion Rules**”).
- 1.3. Participation in the Promotion by all entrants (“**Participants**”) constitutes acceptance of these Promotion Rules.

### 2. Promotion Period

This Promotion will run from 15 March 2021 until 30 April 2021 or until the Promoter provides a public notice that the Promotion has ended, whichever is earlier (“**Promotion Period**”). Entries will only be accepted during the Promotion Period.

### 3. Promotion Process

- 3.1. In order to participate in the Promotion, a Participant must during the Promotion Period purchase two cases comprising of 6 x 500 ml cans of Castle Milk Stout each (“**Promotion Product(s)**”) at a participating outlet.
- 3.2. Subject to Promotion Rule 3.3 below, upon purchasing the Promotion Product, the Participant shall receive, on the spot, a 750ml bottle of Castle Milk Stout at no additional cost (“**Promotion Item(s)**”), while stocks last.
- 3.3. The total number of Promotion Items to be given away are as follows:
  - (a) 2,167 Promotion Items in total at participating Cambridge outlets;
  - (b) 10,549 Promotion Items in total at participating C J Robinson t/a Ultra outlets;
  - (c) 6,838 Promotion Items in total at participating Pick’ n Pay Liquor Store outlets;
  - (d) 3,298 Promotion Items in total at participating Prestons outlets;
  - (e) 1,026 Promotion Items in total at participating Rhino Liquors outlets;
  - (f) 11,692 Promotion Items at participating Shoprite Liquor Store outlets; and

(g) 18,233 Promotion Items at participating Tops at Spar outlets.

#### 4. Promotion Items

- 4.1. No Promotion Item, in whole or in part, can be exchanged for an alternate item or for its cash value.
- 4.2. If multiple Promotion Products are purchased in a single transaction, only one Promotion Item shall be awarded to the Participant for the transaction.
- 4.3. The availability and delivery of the Promotion Item shall be subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 (“Regulations”).

#### 5. General

- 5.1. All Participants must comply with the Regulations at all times and any non-compliance with the Regulations will result in automatic disqualification.
- 5.2. In the event of a dispute, the Promoter’s decision is final and binding and no correspondence will be entered into.
- 5.3. The Promoter may make media announcements or publish the names and/or photographs of the Participant without remuneration being made payable to the Participants, provided that any such person may expressly elect to decline this by written communication to the Promoter.
- 5.4. Should the Promotion Item not be available despite the Promoter’s reasonable endeavours to procure the Promotion Item, the Promoter reserves the right to substitute the Promotion Item with another of equal value as determined in the Promoter’s sole discretion and subject to availability. No person will be compensated in any way in this instance by the Promoter.
- 5.5. These Promotion Rules may be amended by the Promoter on public notice at any time during the Promotion Period or thereafter. These Promotion Rules will be interpreted by the Promoter only.
- 5.6. The Promoter reserves the right to alter, amend or cancel this Promotion in whole or in part. Any alterations, amendments or cancellations will be interpreted by the Promoter only. In the event of an alteration, amendment and/or cancellation the Promoter will not compensate any individual for any reason whatsoever.
- 5.7. **All Participants indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of their participation in any way in this Promotion or their receipt, participation, ownership and/or use of the Promotion Items. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**
- 5.8. These Promotion Rules are also available on <https://castlemilkstout.co.za/>.