

“BEGA x GOODMAN FIELDER FESTIVE BAKING KITCHENAID PROMOTION 2025”

HOW TO ENTER

To be eligible to enter, individuals must purchase one (1) x Bega Whipped Peanut Butter **AND** one (1) x White Wings Mix eligible product* in the same transaction at any Drakes Supermarket during the promotional period for the chance to win 1 of 4 KitchenAid Mixer's.

Participants can enter either by:

- a. Online: visit www.drakes.com.au/competitions and follow the links to enter your details as prompted. Entrants must keep an original copy of their receipt as proof of purchase.
- b. myDrakes App: Automatic entry into the promotion is triggered upon scanning your myDrakes App in an eligible transaction at the register during the promotion.

*Eligible products are:

DESCRIPTION	APN
W/W C/MIX LAYERED VANILLA510GM	9310047215598
W/W C/MIX RICH CHOCOLATE 535GM	9310047212757
W/W C/MIX SLC CH/CHK BRWN475GM	9310047212283
W/W C/MIX SLC CH/FDGE BRWN560G	9310047208828
W/W CKIE SFT CNTR CHOC/CHP485G	9310047208866
W/W CUP CAKES CHOCOLATE 410GM	9310047211507
W/W CUP CAKES RED VELVET 365GM	9310047213051
W/W CUP CAKES VANILLA 410GM	9310047210364
W/W MUFF BANANA 455GM	9310047216014
W/W MUFF MX TRPL CHOC 550GM	9310047208743
W/W PROFITEROLE CHOC 230GM	9310047214768
Bega Whipped Peanut Butter 375GM	9352042004906
Bega Whipped Peanut Butter 600GM	9352042004913
Bega Peanut Butter Smooth 375GM	9352042000120
Bega Peanut Butter Crunchy 375GM	9352042000137

TERMS AND CONDITIONS

- Information on how to enter and the prize form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions.
- Participation in the promotion is restricted to Australian residents aged 18 years or older.
- Employees (and their immediate families) of the Promoters, participating Drakes Supermarkets, the Prize Providers, and agencies associated with this promotion are ineligible to enter. Immediate family means any of the following: parent, sibling, child or spouse.
- The Promoters reserve the right, at any time, to verify the validity of entries and entrants (including an entrant's identity, age and place of residence) and to disqualify any entrant who submits an entry that is not in accordance with these Terms and Conditions or who tampers with the entry process. Errors and omissions will be accepted at the Promoters' discretion. Failure by the Promoters' to enforce any of their rights at any stage does not constitute a waiver of those rights.
- Incomplete, indecipherable, or illegible entries will be deemed invalid.
- Multiple entries permitted, subject to the following: (a) only one entry permitted per purchase receipt; and (b) each entry must be submitted separately and in accordance with entry requirements.
- If there is a dispute as to the identity of an entrant, the Promoters reserve the right, in their sole discretion, to determine the identity of the entrant.
- Promotion commences on **03/12/2025** and closes **11:59PM AEDT on 30/12/2025**.
- The Prize draw will take place at Drakes Supermarkets Media Centre (15 Alfred Avenue, Beverley South Australia 5009) via random name generator on **06/01/2026**. The winners will be notified in writing and via phone within 7 days of the

Prize(s) being drawn and the winners details (last name, first initial and postcode) posted online at www.drakes.com.au/competitions/competition-winners.

10. The Promoters' decision is final, and no correspondence will be entered into.
11. The first four (4) valid entries will win: 1 x KitchenAid Mixer Model: KSM195 Stand Mixer (\$950 RRP). Total Prize pool value: \$3,800.
12. The Prize or any unused portion of the Prize, are not exchangeable and cannot be taken as cash. If any winner chooses not to take their Prize (or is unable to) or does not take or claim a Prize by the time specified by the Promoter, or is unavailable, they forfeit the Prize and the Promoter is not obliged to substitute the Prize.
13. Limit of 1 prize per person; The Prize must be collected from the entrants nominated store on the entry form.
14. A redraw for the Prize, if unclaimed may take place on **10/02/2026** at the same time and place as the original draw, subject to any directions from a regulatory authority. The winner will be notified via email and posted online at www.drakes.com.au/competitions/competition-winners
15. Subject to Clause 14, if for any reason a winner does not redeem the prize by the time stipulated by the Promoters and/or the Prize Providers, then the prize or that element of the Prize will be forfeited.
16. If the Prize is unavailable, the Promoters and/or the Prize providers, in their discretion, reserve the right to substitute the Prize (or that part of the Prize) with a Prize to the equal value and/or specification, subject to any written directions from a regulatory authority.
17. Entrants consent to the Promoter and/or the Prize Providers using the entrant's name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoters and/or the Prize Providers.
18. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoters, the Promoters reserve the right, in their sole discretion, to the fullest extent permitted by law (a) to disqualify any entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.
19. Except for any liability that cannot be excluded by law, the Promoters and the Prize Providers (including their officers, employees and agents) exclude all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the Promotion, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the Promoters' and/or the Prize Providers control); (b) any theft, unauthorised access or third party interference; (c) any entry or Prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoters and/or Prize Providers) due to any reason beyond the reasonable control of the Promoters; (d) any variation in Prize value to that stated in these Terms and Conditions; or (e) participation in/use of the Prize.
20. In the event of war, terrorism, state of emergency or disaster, the Promoters reserve the right to cancel, terminate, modify or suspend the promotion, subject to any written directions from a relevant regulatory authority.
21. As a condition of accepting the Prize, the winner must sign any legal documentation as and in the form required by the Promoters and/or the Prize Providers in their absolute discretion, including but not limited to a legal release and indemnity form.
22. The Promoter is bound by the Australian Privacy Principles contained in the Privacy Act 1988 (Cth). The Promoters collect personal information in order to conduct the Promotion and may, for this purpose, disclose such information to third parties, including but not limited to agents, contractors, service providers, as otherwise required by law, including to any Australian regulatory authority. Entry is conditional on providing this information and if entrants do not provide the information requested, they may not be able to enter the Promotion. The Promoter will not transfer the entrant's personal information overseas, except upon the entrant's request, or if the Promoter is permitted or authorized to do so by law.
23. The Promoter may, for an indefinite period, unless otherwise advised, use the personal information for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the entrant. If an entrant wishes not to receive information from the Promoter, they can 'opt-out' by clicking on the 'unsubscribe' link at the bottom of the email, or phoning the Promoters on (08) 8415 6100 or by emailing Privacy@drakes.com.au. All entries become the property of the Promoters.
24. The Promoter is Drake Supermarkets Pty Ltd, Upper Level 159 Henley Beach Road, Torrensville, SA 5031.
25. The Prize Providers are Goodman Fielder, Level 3, 118 Talavera Road, Macquarie Park, NSW 2113 and Bega Group, 3 Comley Street, Adelaide Airport SA 5950.
26. These Terms and Conditions shall not be interpreted or constructed to create an association, agency, joint venture or partnership between the Promoter and the Prize Providers or to impose any liability attributable to such a relationship upon either party.