



**WIN a breakfast and training session with Kellie Harrington
Plus €150 Tesco Gift Cards to be won
Text to Win Terms and Conditions ("Promotion")**

These Terms and Conditions govern the relationship between you, the entrant ("**you**", "**your(s)**", "**entrant(s)**"), the Promoter, the Administrator and the Tier 1 Prize Facilitator (defined below) in relation to the Promotion and shall prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry/claim instructions are deemed to form part of these Terms and Conditions and by participating all entrants will be deemed to have accepted and be bound by these Terms and Conditions. Please retain a copy for your information.

- 1. General:** The Entry instructions form part of these Terms and Conditions. By entering, you agree to accept and be bound by these Terms and Conditions.
- 2. The Promoter:** Tesco Stores Ltd., Tesco House, Shire Park, Kestrel Way, Welwyn Garden City, AL7 1GA.
- 3. The Administrator:** Lites Group, Unit 6, Airways Industrial Estate, Santry Dublin 17, D17 NR76. The Administrator is responsible for administering the text-to-win element of the Promotion, conducting the prize draw and fulfilling the Tier 2 Prizes. The SMS Service Provider: Return2Sender Limited, 2 Dublin Landings, North Wall Quay, Dublin 1, responsible for providing the SMS infrastructure for the Promotion, acting solely as a technical service provider
- 4. The Tier 1 Prize Facilitator:** Zeal Creative Limited, 70 Market Street, Tottington, Bury, BL8 3LJ. The Tier 1 Facilitator is responsible for contacting the Tier 1 Prize winners and facilitating the prize. The Tier 1 Prize Facilitator may process personal data solely for the purposes of administering and fulfilling the Tier 1 prize.
- 5. The Supplier:** Weetabix Limited, Weetabix Mills, Burton Latimer, Kettering, Northamptonshire, NN15 5JR.

6. The Promoter, the Administrator, the Tier 1 Prize Facilitator and the Supplier, together referred to as the "**Promotion Entities**".

7. Eligibility:

- a. This Promotion is open to residents of the Republic of Ireland aged 18 years or over who: (a) have a mobile phone with text capabilities and can send messages to short code numbers; (c) internet access to receive any digital prizes and (d) have a valid email address to receive any digital prizes.
- b. The following are not eligible to enter this Promotion: employees and their immediate families of the Promotion Entities, its associated agents or anyone professionally connected with the Promotion, including without limitation, advertising agencies, PR, prize suppliers and legal advisors. In these Terms and Conditions, "immediate family" includes mother, father, brothers, sisters, sons, daughters, partner or spouse members of such employees or of anyone with whom such employees are domiciled.

8. Promotional Period: This Promotion opens at 00.00am on **27 May 2026** and closes at 11.59pm on **7 July 2026**. Entries received outside the Promotional Period shall not be valid for Entry into this Promotion.

9. Entry Instructions: During the Promotional Period:

10. Text the word WEETABIX and your name to 50400 to enter the prize draw.

11. Entry will be confirmed with a 'Thank You' text message response. There is no charge to the entrant for this message.

("Entr(y)(ies)").

12. By entering this Promotion you agree that such Entry (excluding personal information) is deemed to be non-confidential and non-proprietary, and we shall have no obligation of any kind with respect to such Entries. Entries will not be returned.

13. Entrants must have a mobile phone with the ability to send and receive messages to/from 5-digit short codes. There is no charge to enter this Promotion via SMS. Entrants will not be charged for sending or receiving text messages in connection

with this Promotion Users on virtual mobile networks may not be able to text the short code. Please check with your network provider. Text lines are open 24 hours until 11.59pm on 7 July 2026. If you text after the end of the Promotional Period, you will not be entered. Take care when entering the text code; the Promoter is not responsible for mistypes. If you are unable to send a text, please check with your network operator first. For technical issues only, email weetabix@return2sender.ie between Monday and Friday from 9.30am to 5pm excluding public holidays. The Promoter does not accept responsibility for Entries or claims that are delayed or not received due to transmission, network or software problems or any other reason beyond the Promoter's control.

- 14.** Entry is by text only.
- 15.** Only one Entry per person during the Promotional Period.
- 16.** Only one unique mobile number will be accepted per person, and a person can use this mobile number to enter only once. A mobile phone number can only be used by one person, and it cannot be shared within a household. Any use by entrants of identities other than their own and/or any entrant(s) using multiple mobile numbers and/or any other methods to enter this Promotion will be disqualified and any prize void. The Promoter reserves the right to determine, in its sole and absolute discretion, whether an entrant or household has already submitted an Entry and to disqualify any subsequent Entries or prize entitlement.
- 17.** No third party or bulk Entries. Entries via third parties, consumer groups or syndicates, Entries by macros or other automated means and Entries which do not satisfy the requirements of these Terms and Conditions in full will be disqualified. If it becomes apparent that either an entrant or household is using any means to circumvent this condition such as, and without limitation, fraudulently falsifying data; using multiple mobile phone numbers; using multiple postal addresses; acting fraudulently or dishonestly in the opinion of the Promoter; using identities other than their own; creating fake identities or using any other automated or manual means in order to increase that entrant's or a household's Entries or otherwise acting in violation of these terms, these entrants and their household will be disqualified, and any prize entitlement will be void.

- 18.** Proof of purchase will not be accepted as proof of Entry. Illegible, incorrect and/or incomplete Entries will not be accepted or eligible to win prize. No responsibility can be accepted for Entries that are illegible, incorrect, incomplete, lost due to technical reasons, corrupted, delayed or not received for whatsoever reason.
- 19.** We also reserve the right in our sole and reasonable discretion to disqualify any entrant who: (a) we have reason to believe has breached any of these Terms and Conditions; and/or (b) corrupts or affects the administration, security, fairness, integrity or proper conduct of this Promotion; and/or (c) engaged in any unlawful or other improper misconduct calculated to jeopardise the fair and proper conduct of this Promotion. We also reserve our legal rights to recover damages or other compensation from such an offender.
- 20. Prizes:** There are five (5) x Tier 1 prizes, and ten (10) x Tier 2 prizes available to be won during the Promotional Period.

A **Tier 1 prize** consists of the following:

- a. a breakfast and boxing training session with Kellie Harrington for 1 adult (18+) and 1 guest aged 13+, in Dublin (St Mary's Boxing Club, St. Dominic's Road, Tallaght, Dublin) on 30 August 2026. The breakfast and boxing training session is not exclusive and will take place in the presence of other prize winners. The training session will last a minimum of 1 hour, with Kellie Harrington.
- b. €300 SEPA towards travel, food, and drinks. The €300 will be paid via bank transfer, to an Irish bank account in the winner's name.

If the winner's guest is under 18, the winner must be their parent or legal guardian and they must consent to the guest's participation in the prize.

The winner and guest are responsible for providing appropriate clothing and trainers for participation in the training session. The training session will be tailored accordingly based on winners' and guests' level of fitness.

The prize will take place on Sunday 30 August 2026. Date will be confirmed by the Supplier within a reasonable period in advance of the prize date, the prize winners will have no choice of date. If a winner can't attend this date, there is no alternative prize. Prize will take place at one venue only, which will be pre-selected by the Supplier. No alternative venue will be available. The Supplier will confirm the date and venue to winners as soon as reasonably possible.

Attendance of the named celebrity is anticipated but cannot be guaranteed in the event of sickness, delay or any other causes beyond the control of the Promoter. In such circumstances, a reasonable equivalent Prize will be provided by the Promoter.

Prize excludes all expenses not expressly stated within these Terms and Conditions.

The winner is responsible for the behaviour of themselves and their guest whilst in receipt of the prize. The Promotion Entities reserves the right in their absolute discretion to exclude the winner and/or their guest from participation in any aspect of the prize if any party fails to comply with the directions of the Promotion Entities or any companies associated with the prize, or if the winner and/or their guest acts in a manner that is dangerous to themselves or to the public or is, in the opinion of the Promotion Entities, anti-social in any manner or which causes a disturbance or nuisance to others. Failure to comply with these Terms and Conditions may result in the winner and their guest being refused participation in the prize.

The Supplier may ask Tier 1 winners (and their guest) to participate in promotional activity (such as publicity and photography) surrounding the winning of the prize, free of charge. If winners (and their guest) would like to participate, they must agree to the Supplier using their name and images in promotional material. Please note participation in such promotion is at the winner's discretion and is not a condition of prize acceptance.

c. **Tier 2 prize:** consists of a €150 Tesco e-Gift Card.

Tesco e-Gift Card can be used in any Tesco store in the Republic of Ireland. The e-Gift Card cannot be used online or at a Tesco petrol station. The card and balance will expire five years from purchase by the Supplier or last card use by the winner, whichever is latest. Email address required to receive prize. The e-Gift Card will be emailed to an email of the entrant's choice within 28 days of prize acceptance.

Tesco e-Gift Card vouchers are subject to the Tesco e-Gift Card Terms and Conditions.

21. Only one prize per household. The prize(s) must be accepted as offered and redeemed by the named winner(s) only. There is no cash or alternative prize, in whole or part (save where the Promoter in its sole discretion deems it reasonably

necessary to provide an alternative prize). Prize(s) are non-transferable and non-refundable. Sale of the prize(s) for profit is prohibited and may constitute fraud. The prize(s) cannot be combined with any other offer, promotion, voucher or discount.

22. The Promoter reserves the right to provide alternative prizes of equal or greater value should circumstances outside our control make this necessary.
23. The Supplier is responsible for sourcing and supplying the prize(s) for the Promotion.
24. We reserve the right to verify winner(s) and ask for proof of identity, age and address and to withdraw prize entitlement where there are reasonable grounds to believe there has been a breach of these Terms and Conditions.
25. Prizes are subject to the Terms and Conditions of the Suppliers.
26. The winner(s) will be solely responsible for paying any taxes in connection with the prize(s) (if applicable) and all other expenses not specifically detailed above.
27. **Winner Selection:** The winner(s) will be drawn using a random number generator by the Administrator within 5 days of the closing date. There will be fifteen (15) draws in total. The first five (5) names to be drawn will win a Tier 1 prize. The next ten (10) names to be drawn will win a Tier 2 prize.
28. **Winner Notification:** Winners of a Tier 2 Prize will be notified by the Administrator by text via the telephone number used to enter within 5 days of the closing date. Winners of a Tier 1 Prize will be notified by The Tier 1 Facilitator by text via the telephone number used to enter within 5 days of the closing date.

It is the responsibility of the entrant to ensure that they respond to the winner notification, either by calling the Freephone number or emailing the address provided at the point of notification. Winners who do not respond within the initial 7 days of receiving the initial communication, will be texted again and given a further 7 days to respond. If contact cannot be made, or the prize is not claimed, within 14 days of the initial prize notification date an alternative winner will be drawn. The Promotion Entities cannot be held responsible for winner(s) failing to supply accurate information which affects prize acceptance or delivery of their prize.

- 26. Prize Fulfilment:** In the unlikely event that a winner has not received communication to arrange fulfilment their Prize within 7 days of Winner Notification, the winner must inform the Promoter by emailing weetabix@return2sender.ie within a further 7 days. If a winner does not do so, the Promoter reserves the right to not reissue the Prize.
- 27.** The Promoter's decision is final and binding. No correspondence will be entered into.
- 28.** Entry into this Promotion is voluntary and at the entrant's sole decision and risk.
- 29.** Subject to clause 30 below, the Promotion Entities will not in any circumstances be responsible or liable to the winner(s) or any third party, or accept any liability for:
- a. any disappointment, loss, damage occurring as a result of Entry to this Promotion; and/or
 - b. any loss or damage, occurring as a result of acceptance and/or use of the prize.
- 30.** Nothing in these Terms shall limit or exclude the Promotion Entities' liability for:
- a. death or personal injury caused by negligence; and/or
 - b. fraud or fraudulent misrepresentation; and/or
 - c. any liability which may not be legally limited under applicable law.
- 31.** The Promotion Entities accept no responsibility for system errors or other issues that may result in disruption to, lost, delayed or not received Entries, winner notification(s) or prize(s). The Promotion Entities will not be responsible for the non-inclusion of Entries as a result of technical failures or otherwise, including any such failure which is within the control of the Promotion Entities.
- 32.** The Promoter reserves the right to cancel, amend, withdraw, terminate or temporarily suspend this Promotion in the event of any unforeseen circumstances or technical reason outside its reasonable control, with no liability to any entrants or third parties but will use all reasonable endeavours to avoid consumer disappointment. In the event of an early cancellation or termination of this Promotion, the Promoter will select winner(s) from all valid and eligible Entries received prior to any such early cancellation or termination. Such circumstances include, but are not limited to: industrial action, civil unrest, fire, flood, storms, earthquakes, acts of terrorism, acts of war, governmental action or any other event that is beyond the control of the Promoter.

34. If any provisions of these Terms & Conditions are judged to be invalid, illegal or unenforceable, this will not affect or impact on the continuation in full force and effect the remainder of the provisions.
35. These Terms & Conditions are governed by Irish law, and their interpretation and application will be subject to the exclusive jurisdiction of the courts of the Republic of Ireland.
36. The Administrator will be operating and administering this Promotion, including without limitation, collecting and confirming Entries; contacting winners. The Administrator will share your personal information with the Promoter, the Supplier, The Tier 1 Prize Facilitator, prize suppliers, a third-party fulfilment service provider (as applicable) for the purposes of administering the prize(s). The surname and county of the winners will be made available to anyone who requests them by emailing Weetabix@tescoprizes.com within 1 month of the closing date. Entrants may request their surname and county is not published in the event they win by emailing Weetabix@tescoprizes.com before the closing date. Your details will not be passed onto any third party for any other purpose without prior consent. This data will be kept secure and in accordance with the requirements of the Data Protection Act 2018. Entrants' personal data will be used and held in accordance with the Promoter's Privacy Policy <https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/> and Supplier's privacy policy <https://weetabix.co.uk/privacy-policy/>.

Abridged terms

Opens 00.00am 24/06/26, Closes 11.59pm 07/07/26. ROI, 18+. Text the word 'Weetabix' and your name to 50400 to enter the prize draw. 5 x Tier 1 prizes, 10 x Tier 2 prizes. Winners randomly drawn. Tier 1 prize: a Breakfast and a training session with Kellie Harrington for 1 adult (18+) and 1 guest aged 13+, in Dublin (St Mary's Boxing Club St. Dominic's Road, Tallaght, Dublin) on 30 August 2026, in the presence of other winners. Will last min. 1 hour. Also includes €300 contribution paid by SEPA towards food and travel. Tier 2 prize: €150 Tesco e-Gift Card. In-store redemption only, e-Gift Card terms apply. Email address required. 1 Entry per person. Max 1 prize per household. Standard rate text charges apply. Texts may fall outside any text inclusive packages. Check with your network provider. Full Terms

and Conditions at <https://www.tesco.ie/zones/tesco-competitions>. Promoter: Tesco Stores Ltd.

Entry copy for artwork

POS

FREE TEXT WEETABIX and your name to 50400

by 11.59pm on 07/07/26

OFD

FREE TEXT WEETABIX and your name to 50400

by 11.59pm on 07/07/26

Digital screens

FREE TEXT WEETABIX and your name to 50400

by 11.59pm on 07/07/26