

Cash for Clubs 2025 Retailer Incentive Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	Cash for Clubs 2025 Retailer Incentive Promotion
Promoter:	Asahi Beverages Pty Ltd ABN 51 004 243 994, 58 Queens Bridge Street, Southbank, VIC 3006, Australia. Ph: 1800 244 054 For any inquiries regarding this Promotion, please contact the Promoter via consumerrelations@asahi.com.au or on 1800 244 054.
Promotional Period:	Start date: 01/05/25 at 09:00 am AEST End date: 26/06/25 at 11:59 pm AEST
Eligible entrants:	Entry is only open to Independent Grocery Store owners within Australia (aged 18 or over) who are invited by the Promoter or PepsiCo to participate in this Promotion (each an "Eligible Store").
How to Enter:	To enter the draw or claim a gift (in the case of selected stores), an Eligible Store must make a 'Qualifying Purchase' (outlined below) through their store's standard ordering process and then display the stock purchased as part of the Qualifying Purchase for a minimum of six (6) weeks. Qualifying Purchases must be made during the Promotional Period and displays set up no later than 15/05/25 (in order to ensure the display is up for the full six (6) weeks of the Promotional Period, as required). Bonus Mechanic: Upon completing the above steps, the Eligible Store is eligible to gain an entry into the 'Game of Skill' mechanic of the Promotion. To earn an entry into the 'Game of Skill' mechanic of the Promotion, the Eligible Store must, during the Promotional Period, have their Smith's/Asahi representative complete the online survey with all requested information, take a photo(s) of their store display and upload the photo(s) to Yammer (for Smith's) or Merx (for Asahi).
Qualifying Purchase:	A Qualifying Purchase is any purchase of either of the following in a single transaction: Qualifying Purchase A: twenty (20) cartons of Participating Asahi Lifestyle Beverages and ten (10) cartons of Smith's products – for two (2) entries Qualifying Purchase B: forty (40) cartons of Participating Asahi Lifestyle Beverages and twenty (20) cartons of Smith's products – for four (4) entries; or Qualifying Purchase C: eighty (80) cartons of Participating Asahi Lifestyle Beverages and forty (40) cartons of Smith's products – for eight (8) entries. Participating Asahi Lifestyle Beverages: Pepsi, Gatorade, Fast Twitch, Mountain Dew, Schweppes, Solo, Lipton. Each Qualifying Purchase must include Fast Twitch and Schweppes Ginger Beer.
Bonus Gifts:	Single Store Owners and Multiple Store Owners without agreed head office activity will receive a \$100 gift card if they complete Qualifying Purchase B and display the stock purchased for a minimum of 6 weeks OR a \$250 gift card if they complete Qualifying Purchase C and display the stock purchased for a minimum of 6 weeks (each a 'gift'). Gifts are subject to availability. Gifts will be awarded after the Promotion ends. There is a limit of one (1) claim permitted per Eligible Store. For the sake of clarity, no gift shall be awarded for Qualifying Purchase A.
Entries permitted:	An Eligible Store will earn the corresponding number of entries based on their Qualifying Purchase during the Promotional Period (as outlined above). There is a limit of one (1) Qualifying Purchase permitted per Eligible Store. For the sake of clarity, if an Eligible Store makes two (2) or more eligible purchases, the purchase with the higher number of entries earned will be deemed as their Qualifying Purchase for the purposes of this Promotion. A representative of the Promoter or Smith's will visit the store to see if the store has successfully fulfilled all of the entry requirements listed above and will allocate the corresponding number of entries into the draw (based on the compliance/execution of the Qualifying Purchase the store has chosen and whether or not the Eligible Store has displayed their Qualifying Purchase for a minimum of 6 weeks). If the Promoter or the Promoter's representative is not satisfied that the store has complied with the applicable entry requirements, the store may not receive entries into the draw.

	An Eligible Store is eligible to win a maximum of one (1) prize (excludes SA stores).		
Winner Determination:	<p><u>Draw:</u></p> <ul style="list-style-type: none"> The draw will take place at Plexus, Level 4, 411 Collins Street, Melbourne VIC 3000 at 12:00 pm AEST on 25/07/25 using computerised random selection. The first five (5) valid entries drawn will win the prize specified below. The draw conductor may draw additional reserve entries in case an invalid entry of entrant is drawn. If a draw is scheduled on the weekend or a public holiday, the draw will be conducted at the same time and location on the following business day. The Promoter will ensure each draw is open for public scrutiny and anyone may witness the draw on request. The winner of a drawn prize is determined by chance. <p><u>Judging:</u></p> <ul style="list-style-type: none"> Non-winning entries who have completed the 'Bonus Mechanic' (as outlined above) will then be divided into the following State/Territory groups: NSW/ACT; VIC/TAS; QLD; SA/NT; and WA. The winners will be determined by representatives of the Promoter. Each entry will be judged on: <ul style="list-style-type: none"> store display creativity with several points of activation in-store over the Promotional Period with considerations for stock-weight, display standards, POS, local area marketing (e.g. store catalogues, social media, in-store radio); inclusion of the following mandatory products: Schweppes Ginger Beer, Fast Twitch Cool Blue, Grape, and Strawberry Lemonade, Doritos Flamin Hot Cheese Supreme, Cheetos Jalapeno Cheddar, Nobby's Pork Crackling Flamin Hot, Red Rock Deli Siracha; and how the store demonstrates support for their local club (through use of optional POS material) (if applicable). The best valid entry from each State/Territory group, as determined by the judges, will win the prize specified below. The judges may select additional reserve entries which they determine to be the next best, and record them in order, in case of an invalid entry or ineligible entrant. The winners will be determined by skill. Chance plays no part in determining the winners. The judges' decision is final and binding and no correspondence will be entered into. 		
Total Prize Pool:	Total Prize Pool of Game of Chance mechanic: Up to AUD \$54,500.00 Total Prize Pool of Game of Skill mechanic: Up to AUD \$10,900.00 per State/Territory Group		
	Prize Description	Number of this prize	Value (per prize)
	The prize is a trip to Darwin, NT for the winner and a friend which includes: <ul style="list-style-type: none"> return economy class flights for 2 people from the winner's nearest capital city to Darwin (only provided if winner does not reside in NT) (departing on 15/10/25 & returning on 18/10/25); return private transfers from the airport to accommodation; 3 nights' 4-star twin-share (or similar) accommodation for 2 people; and a city tour itinerary to be provided by the Promoter. 	10 (5 prizes for 'Draw' mechanic; and 5 prizes for 'Judging' mechanic with 1 prize awarded per State/Territory group for the Judging mechanic)	Up to AUD\$10,900.00 depending on exact date and point of departure
Prize Conditions	<ul style="list-style-type: none"> Travel must be taken on 15/10/25. If the winner is unavailable or unwilling to travel on the date required by the Promoter, they will forfeit their right to the prize and will not be awarded cash or any other alternative in lieu. Travel itinerary will be determined by the Promoter in its absolute discretion. Prize is subject to the standard terms and conditions of individual prize and service providers. The winner and his/her travel companion must depart from and return to the same departure point and travel together. Subject to the terms and conditions of the participating prize provider(s), if for any reason the winner does not, once the prize has been booked, take the prize (or an element of the prize) at the time 		

	<p>stipulated, then the prize (or that element of the prize) will be forfeited and will not be redeemable for cash.</p> <ul style="list-style-type: none"> • The prize is subject to booking and flight availability. • Winners can add their existing Frequent Flyer number to the booking if they wish. • Additional spending money, meals, taxes (excluding airline and airport taxes), insurance, passports, visas, vaccinations, transport to and from departure point, transfers, items of a personal nature, in-room charges and all other ancillary costs, unless otherwise specified in the prize description, are not included. • The winner may be required to present their credit card at check in. • The city tour will be a group tour with all 10 winners and their companions. The following activities are included in the city tour (each an "Activity"): <ul style="list-style-type: none"> ○ sunset-watching experience by boat; ○ crocodile spotting during an airboat tour of Drawin's waterways; and ○ a helicopter pub crawl experience. • Helicopter experience requires pax weight prior to departure to calculate weight and balance. If the winner and their guest do not meet these requirements, they will forfeit their right to the helicopter experience portion of the prize. <p>Helicopter experience may be modified due to weather, availability and any other unforeseen circumstances.</p>
Winner notification:	The winners will be contacted by email and phone within seven (7) business days of the draw/winner determination. The draw winners will be published at https://asahipromos.com.au/conditions by 07/08/25.
Unclaimed Prizes:	<p>Draw Mechanic: Prizes must be claimed by 01/09/25 at 12:00 pm AEST. In the event of an unclaimed prize, the prize will be redrawn on 02/09/25 at 12:00 pm AEST at Plexus, Level 4, 411 Collins Street, Melbourne VIC 3000. The winner(s) of the redraw will be notified by email within seven (7) days of the redraw and published at https://asahipromos.com.au/conditions by 09/09/25.</p> <p>Judging Mechanic: In the event of an unclaimed prize, the Promoter may at its discretion assign the prize to the next best entry (based on the judging criteria outlined above) or alternatively withdraw the prize unawarded. The Promoter is under no obligation to award any unclaimed prize in this element of the Promotion.</p>

1. The entrant agrees and acknowledges that they have read these Conditions of Entry (and Schedule) and that entry into the Promotion is deemed to be acceptance of these Conditions of Entry (and Schedule). Any capitalised terms used in these Conditions of Entry have the meaning given in the Schedule, unless stated otherwise.
2. The Promotion commences on the Start Date and ends on the End Date ("Promotional Period"). Entries are deemed to be received at the time of receipt by the Promoter and not at the time of transmission or deposit by the entrant. Records of the Promoter and its agencies are final and conclusive as to the time of receipt.
3. Valid and eligible entries will be accepted during the Promotional Period.
4. Employees (and their immediate family members) of agencies/companies directly associated with the conduct of this Promotion, the Promoter, businesses involved in determination of winner/s for the Promotion, businesses involved in the management of the Promotion, any organisation benefiting from the Promotion, the Promoter's suppliers, subsidiary companies/businesses and associated companies and agencies are not eligible to enter. "Immediate family member" means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
5. All reasonable attempts will be made to contact the winning store.
6. If any winner chooses not to take their prize (or is unable to), or does not take or claim a prize within a reasonable time, as specified by the Promoter, or is unavailable at the designated time for the Event or at the time stipulated by the Promoter for travel, they forfeit the prize and the Promoter is not obliged to substitute the prize.
7. Where entry is allowed by purchase or subscription, the cost of the product or service is no greater than the cost would be without the opportunity to participate in the Promotion.

8. The value of the prize is accurate and based upon the recommended retail value of the prize (inclusive of GST) at the date of printing. The Promoter accepts no responsibility for any variation in the value of the prize after that date.
9. No part of a prize is exchangeable, redeemable for cash or any other prize or transferable, unless otherwise specified in writing by the Promoter.
10. If a prize (or portion of a prize) is unavailable the Promoter reserves the right to substitute the prize (or that portion of the prize) to a prize of equal or greater value and specification, , subject to any written directions of a regulatory authority.
11. No entry fee is charged by the Promoter to enter the Promotion.
12. The prize will be awarded to the person named in the entry and any entry that is made on behalf of an entrant or by a third party will be invalid. If there is a dispute as to the identity of an entrant or winner, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant or winner.
13. The prize will either be awarded to the owner or the manager or the Promoter's store representative of the winning store (as determined by the Promoter). Where a winning store has multiple eligible owners and those eligible owners disagree about who is the entrant (or if there is confusion for any reason), the Promoter may decide which of them wins the prize. The Promoter's decision is final in this regard.
14. Entrants' personal information will be collected by the Promoter and/or by CUB Pty Ltd ABN 76 004 056 106, 58 Queens Bridge Street, Southbank, VIC 3006, Australia ("CUB") ("the Collectors") directly or through their individual agents or contractors. By entering, the entrant consents to the Collectors keeping personal information on their respective databases. The Collectors may use this information to conduct and manage the Promotion and for future marketing purposes regarding their products, including contacting the entrant electronically. The Collectors will handle personal information in accordance with their privacy policy which is located at <https://asahi.com.au/privacy>. The Collectors gather personal information about entrants to enable them to participate in this Promotion and may disclose the entrants' personal information to third parties including their contractors and agents, prize suppliers and service providers to assist in conducting this Promotion, to communicate with the entrants or in storing data and to the State and Territory lottery departments as required under the relevant lottery legislation. This may include disclosures to organisations outside Australia including in places such as the Philippines, New Zealand, the UK and the Netherlands. If the entrant does not provide their personal information as requested, they may be ineligible to enter or claim a prize in the Promotion. The Collectors' direct marketing communications will, where required by the Spam Act 2003 (Cth), contain a functional unsubscribe functionality that the entrant may use to opt-out of any further such communications and provided that the functional unsubscribe facility complies with the Spam Regulations 2021 (Cth). By entering, you consent to receive email or SMS messages from the Collectors without any functional unsubscribe facility if they relate primarily to the conduct of the Promotion.
15. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and postcode of residence.
16. It is a condition of accepting the prize that a winner and their travel companion may be required to sign a legal release as determined by the Promoter in its absolute discretion, prior to receiving a prize. of the winner or travel companion will be required to sign the legal release on the winner or travel companion's behalf.
17. The Promoter reserves the right to refuse to allow a winner to take part in any or all aspects of the prize, if the Promoter determines in their absolute discretion, that a winner is not in the physical or mental condition necessary to be able to safely participate in or accept the prize. It is a condition of accepting the prize that the winner and their travel companion may be required to sign a legal release as determined by the Promoter in its absolute discretion, prior to receiving the prize.
18. If a prize is provided to the Promoter by a third party, the prize is subject to the terms and conditions of the third party prize supplier. The terms and conditions which apply to the prize at the time it is issued to the winner will prevail over these Conditions of Entry in the event of any inconsistency. To the extent permitted by law the Promoter/CUB accepts no responsibility or liability for any delay or failure by the third party to deliver the prize, any delay or failure relating to the prize itself or failure by the third party to meet any of its obligations in these Conditions of Entry or otherwise.
19. Any guarantee or warranty given is in addition to any relevant statutory guarantees and warranties and nothing in these Conditions of Entry restricts, excludes or modifies or purports to restrict, exclude or modify any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth).

20. If for any reason any aspect of this Promotion is not capable of running as planned, including by reason of computer virus, communications network failure, bugs, tampering, unauthorised intervention, fraud, technical failure or any cause beyond the control of the Promoter, the Promoter may in its sole discretion cancel, terminate, modify or suspend the Promotion and invalidate any affected entries, or suspend or modify a prize, , subject to State or Territory regulation.
21. The Promoter reserves the right, at any time, to validate and check the authenticity of entries and entrant's details (including an entrant's identity, age and place of residence). In the event that a winner cannot provide suitable proof as required by the Promoter to validate their entry, the winner will forfeit the prize in whole and no substitute will be offered. Incomplete, indecipherable, inaudible, incorrect and illegible entries, as applicable, will at the Promoter's discretion be deemed invalid and not eligible to win. Entries containing offensive or defamatory comments, or which breach any law or infringe any third party rights, including intellectual property rights, are not eligible to win. The use of any automated entry software or any other mechanical or electronic means that allows an individual to automatically enter repeatedly is prohibited and may render all entries submitted by that individual invalid. The Promoter reserves the right to disqualify any individual who provides false information, fails to provide information, conspires with others to gain an unfair advantage or is otherwise involved in any conduct that involved manipulating, interfering or tampering with this Promotion or otherwise preventing the conduct of the Promotion as intended by the Promoter.
22. The Promoter and its associated agencies and companies (including but not limited to CUB) will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence or wilful misconduct) in connection with this Promotion or accepting or using any prize (or recommendation). For the sake of clarity, this clause shall not apply where the Promoter (or its associated organisations) has contributed to or caused such loss, expense, damage, personal injury or death and shall not apply to any liability which cannot be excluded by law (in such case each organisation's liability is limited to the minimum allowable by law).
23. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Conditions of Entry. In the event that there is a dispute concerning the conduct of the Promotion or claiming a prize, the Promoter will resolve the dispute in direct consultation with the entrant. If the dispute cannot be resolved the Promoter's decision will be final.
24. The winner(s) will participate in and co-operate as required with all reasonable marketing and editorial activities relating to the Promotion, including (but not limited to) being recorded, photographed, filmed or interviewed and acknowledges that the Promoter may use any such marketing and editorial material without further reference or compensation to them.
25. Unless otherwise specified, a prize is a single event for the winner (and their guest) and cannot be separated into separate events or components.
26. The Promoter accepts no responsibility for any tax implications and the entrant must seek their own independent financial advice in regards to the tax implications relating to the prize or acceptance of the prize.
27. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
28. Authorised under: ACT Permit No. TP 25/00568, NSW Authority No. TP/00957 and SA Permit No. T25/418.