

## Barr Direct – Barr Fruity Lemonade Promotion

**Promoter:** A.G. BARR p.l.c. (us, we, our).

**Opens:** 00:01, 20 June 2022.

**Closes:** 23:59, 8 July 2022.

**To enter:** During the promotional period, we will publish a promotional post on our Facebook to Barr Direct trade customers. To enter you must: (i) follow the Barr Direct Facebook account; (ii) comment your store name on our promotional post; **and** (iii) purchase 1 x case of Barr Fruity Lemonade Cherry and 1 x case of Barr Fruity Lemonade Blue from the Barr Direct App only in one transaction. 1 entry to this promotion following completion of these steps. Your Facebook pages need to be publicly viewable to enter.

**Eligibility:** Promotion open to Barr Direct trade customers in the UK, aged 18+. This is a trade promotion not open to consumers for entry. Purchase necessary. Internet access and Barr Direct App required. Normal exclusions apply. Entrants must have a valid Barr Direct account with up-to-date contact details, including retail address and email address. Entries made through agents/third parties, bulk entries or automated entries are invalid. Any entries received before or after the promotional period will not be valid and will not be entered into this promotion. Maximum one entry per trade customer during this promotion.

**Prizes: 1 winner in total.** 1 x winner will be randomly selected to win (i) 1 x Barr Fruity Lemonade Summer merchandise bundle consisting of 5 x pens, 2 x sunglasses (1 pink and 1 blue), 1 x bucket hat, and 1 x cool bag; (ii) 8 x cases (12 x 500ml bottles per case) of Barr Family 500ml products (winner can pick flavours); and (iii) 2 x cases (12 x 500ml bottles per case) of Barr Fruity Lemonade.

**Draw:** The winner will be drawn at random at the end of the promotion and will be contacted by direct message (“DM”) on Facebook by 15 July 2022. Please look out for a message within your Facebook account. Only the winner will be contacted. The winner will be required to provide their name, shop name, retail address, e-mail address and invoice number via DM reply to allow the Promoter to confirm that the winner is a Barr Direct trade customer. If a winner fails to provide the details within 28 days of being contacted, they will forfeit their prize and the Promoter may re-draw the prize and select an alternative winner. We will arrange for delivery of the prize to the winner’s retail address registered on their Barr Direct account within 30 days of contact details being confirmed.

The winner’s name and/or social media handle may be used by the Promoter to name the winner. The winner’s surname and county will be obtainable by sending SAE with request to: FAO Barr Direct Activation – Fruity Lemonade Promo, A.G. Barr p.l.c., Westfield House, 4 Mollins Road, Cumbernauld, G68 9HD within 3 months of the closing date.

**Data Controller:** A.G. Barr p.l.c.. For our Privacy Notice, see <https://www.agbarr.co.uk/privacy-policy/>.

Your contact information will only be used and shared for the purpose of administering this promotion.

Our general promotion terms apply to this promotion – these can be accessed online at <https://www.agbarr.co.uk/competition-t-cs/>.

This promotion is in no way sponsored, endorsed, administered or associated with Facebook and by entering you agree to release Facebook from any and all liability in connection with the promotion.