

# **LA LIGA Consumer Promotion**

## **Terms & Conditions**

The Promotion: “La Liga ” Promotion (the “Promotion”)

Company: Conserveria Distribution Ghana Limited (“GB foods Ghana”)

Agency: Prymo Limited

By participating (dialing USSD \*161\*unique code#) in this Promotion, each participant fully and unconditionally agrees to these terms and conditions:

1. Participants acknowledge that they have read and understood and will comply with these terms and conditions.
2. The Promotion starts on November 1, 2021 at 00:00:01 GMT and ends on January 31, 2022 at 23:59:59 GMT (“Promotional Period”).
3. This promotion is open to persons over 18 years of age who are Ghanaian residents at the time of entry.
4. The Promotion is only valid whilst stocks last.
5. GB foods Ghana reserves the right to cancel, amend or vary this Promotion and the rules thereof at any time without prior notice. Any such changes may, however, be communicated to participants who have already won their prizes but yet to claim or collect them.
6. GB foods Ghana and the Agency organizing the Promotion shall be entitled to cancel, discontinue or suspend this Promotion on the occurrence of a force majeure event or any event beyond the control of the organizers of the Promotion including but not limited to:
  - (i) programs not capable of running as planned to include computer bugs, viruses or tampering;
  - (ii) any unauthorized intervention;
  - (iii) technical failures;
  - (iv) technical malfunction of any telephone network or lines, servers, computer equipment and software;

- (v) failure of any mobile number to transmit or receive a message to/from the organizers on account of technical problems, human error, traffic congestion on the telecommunication systems.
7. The Promotion is open to all consumers of Gino Tomato mix, Pomo tomato mix, Gino Peppe and Onion and Gino Max Seasoning in Ghana.
  8. Employees of GB foods Ghana/Africa, the Agency and their immediate families (including spouses and children) are NOT eligible to participate in this Promotion.
  9. GB foods Ghana reserves the right to disqualify any participant who breaches the terms hereof or otherwise fraudulently accesses the Promotion or unfairly influences the course of the Promotion.
  10. To take part in the Promotion, a participant must first purchase a La Liga branded promo pack of any Gino Tomato Mix, Pomo Tomato Mix, Gino Peppe & Onion, and all Gino Max variants.
  11. Upon purchase, the participant looks inside the promo tray of Gino Max for a unique code or open a promo sachet of Gino Tomato Mix, Pomo Tomato Mix, Gino Peppe & Onion to reveal a code.
  12. The participant must enter/dial the Unique Code on his or her phone to the designated USSD code to be assigned points for their consumption.
  13. The USSD code for this promotion accepts messages from all mobile telephone network service providers in Ghana.
  14. The participant who texts/dial the Unique Code correctly to the USSD code will be assigned the below points.

		Format	Points Allocated
SKU	GINO/Pomo/ Peppe & Onion	65g	100
	GINO/Pomo	210g	250
		400g	400
	GINO Max	1 tray	1500

15. Every 2 weeks after the start of the promotion, consumers will be ranked in a descending order and top 3,141 consumers will be selected and rewarded with prizes.
16. The ranking and selection of consumers who have consumed La Liga branded promo products will be supervised by an appointed third-party audit agency and any authorized senior member of the GB foods staff. All winners selected are final and cannot be contested by any promotion participant. No list of winners and points accumulated to win a prize will be disclosed to other participants of this promotion.
17. Prizes consist of an all-expenses paid trip to Spain (Barcelona), Video Games, Washing Machines Airtime, Smartphones, Television, and La Liga merchandise. All winners of trips to Spain (Barcelona) will have to abide by airline rules and regulations. Decisions by airlines on who can and cannot board the airplane will be final.
18. Any participant who wins the ultimate prize of a trip to Barcelona but is refused travel visa to Spain by the Spanish Embassy will be given a fixed amount of GHS 10,000. Any prize that is replaced with cash will only apply to the one participant/winner only.
19. A participant who wins a trip to Spain (Barcelona) but cannot go on the trip can nominate two people of their choice as representatives for the trip. Should a participant expressly refuse to go or fail to nominate a representative to go on the trip, they automatically forfeit their prize and there will no alternative prize for them.
20. Any participant who wins a trip to Spain will have to hand over their passports to the designated GB foods staff accompanying them when they arrive in Spain for safe keeping and records keeping purposes.
21. A participant who wins a trip to Spain (Barcelona) in this promo draw is not eligible to win another trip to Spain (Barcelona) in subsequent draws for this same promotion. No promotion participant can win the same prize (physical prizes) twice or multiple times during this promo period. Any participant who wins the same prize (physical prizes) twice or multiple times in subsequent draws will be offered another prize (Airtime). (Physical prizes; fridges, lenders, washing machines, PS5, La Liga Merchandise)
22. In the event a winner's phone number is unavailable to receive the prize within three (3) days, the winner's right to the prize will automatically lapse.

23. There is no charge to enter the promotion. However, if an entry is attempted via text message, MMS or telephone call, your network provider will charge according to their standard rate or deduct it from your airtime allowance. The approved no charge method to participate in this promotion is by dialing \*161\*unique code#
24. Failure by GB foods Ghana to enforce any of its rights or any of the terms and conditions at any stage of the promotion does not constitute a waiver of those rights.
25. By taking part in this Promotion, winning participants consent to the communication and publication of their names, likeness, image and/or voice (including photograph, film and/or recording of the same) in any media for an unlimited period at any time in any territory through any medium of release (mass media, digital media, etc.). The organizers will however not be liable for any unauthorized use, reproduction, adaptations, and publication of the images by third parties.
26. All winners of a trip to Spain (Barcelona) and other physical prizes such as PS5, washing Machines, fridges, blenders, La Liga Merchandise etc will have to fill and sign a form that will be provided by GB foods for records and future auditing purposes.
27. A participant enters this promotion at his/her own risk. By entering the Promotion, a participant releases and indemnifies GB foods Ghana (including officers, employees and agents) from and against all actions, liabilities, penalties, claims or demands the participant may have against GB foods Ghana or that GB foods Ghana may incur for any loss or damage which is or may be suffered or sustained as a direct or indirect result of participation in the Promotion or winning or failing to win a prize, except for any liability which cannot be excluded by law or which would cause any part of this clause to be void or unenforceable.
28. A participant entering the promotion or claiming a prize must use his/her real name. A participant may be required to provide GB Foods Ghana with proof of his/her identity and eligibility on request. Failure to provide adequate information (or to adequately prove eligibility) may result in your disqualification and/or withholding or withdrawal of a prize.
29. A participant agrees to keep confidential any information which he/she knows or reasonably ought to know confidential and which relates to GB Foods, its business, the promotion or prize.

30. In the event of a dispute regarding these Terms and Conditions, and all other matters relating to the Promotion remains unresolved for thirty (30) days, the Party failing to resolve the matter may refer the matter to a single arbitrator appointed by the Ghana Arbitration Centre for settlement in line with the rules and procedure under the Alternative Dispute Resolution Act, 2010 (Act 798) and the decision of the arbitrator shall be final.
31. Any questions, complaints or comments about the Promotion can be made by calling toll free on 0800 44 66 00 or email: [consumerhelp@thegbfoods.com](mailto:consumerhelp@thegbfoods.com)
32. Promo duration can be extended or stopped whenever GB foods Ghana deems it appropriate. If GB foods Ghana suspends, interrupts and stops the promotion, No interested party, including the participants, will have a right to seek compensation or demand continuance of the promotion. If the Promotion is suspended, interrupted or stopped before the Ending Date, the GB foods will only be under the obligation to give away the Prizes on account on the Periods of Promotion that had already been properly ended before the Promotion was suspended or interrupted.
33. Any amendments of the Terms and Conditions will be issued by the GB foods Ghana in writing and instantly thereafter will be posted on the brand social media pages. GB foods Ghana reserves the right to amend the Terms and Conditions at any time during the time of promotion. All amendments to the Terms and Conditions are effective from the time of their postage on the brand social media pages. GB foods Ghana doesn't take responsibility for the Participants acquaintance of the amendments to the Terms and Conditions, when they become posted on the brands social media pages.
34. List of prizes consumers are eligible to win during this campaign.

Winning ranking	Prizes	Quantity Per draw
1 <sup>st</sup>	Flight to Spain with Winners	1
2 <sup>nd</sup>	PS5 / X-Box	1
3 <sup>rd</sup>	Washing Machine	1
4 <sup>th</sup> -5 <sup>th</sup>	Fridge	2
6 <sup>th</sup> – 8 <sup>th</sup>	TV	3
9 <sup>th</sup> – 13 <sup>th</sup>	Smart Phone	5
14 <sup>th</sup> – 18 <sup>th</sup>	Gas Cooker	5
19 <sup>th</sup> – 30 <sup>th</sup>	Official Shirts	12

31 <sup>st</sup> – 92 <sup>nd</sup>	La Liga jerseys	62
93 <sup>rd</sup> – 102 <sup>nd</sup>	Blender	10
103 <sup>rd</sup> – 148 <sup>th</sup>	La-Liga Caps	46
149 <sup>th</sup> – 157 <sup>th</sup>	La Liga Balls	9
158 <sup>th</sup> – 1157 <sup>th</sup>	Call Credits (GHS 5 Airtime)	1,000
1,158 <sup>th</sup> – 3,157 <sup>th</sup>	Call Credits (GHS 2 Airtime)	2,000
	<b>Total</b>	<b>3,157</b>

### 35. Additional Terms and Conditions for Retailers/Tabletop/Food sellers.

- A. There will a separate Gino/Pomo La Liga Promo for retailers or customers who resell Gino/Gino Peppe & Onion/Pomo/Gino Max.
- B. When GB foods or the Agency managing the backend set-up, or the audit agency detects that one participant texts a series of Gino Max codes to accumulate points in multiples of 1500. This participant will be reviewed and GB foods will take a decision on whether to reward or not.

NB: Physical prizes refer to TV, fridges, washing machines, PS5, La liga Merchandise -Shirts, Footballs, caps.