

**“BROWN-FORMAN WIN THE ULTIMATE JACK DANIELS BRANDED HOME BAR” LIQUORLAND
PROMOTION**

TERMS AND CONDITIONS

1. Information on how to enter and the prize(s) form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions.
2. Entry is only open to New Zealand residents aged 18 years from the date entering the competition.
3. Employees (and their immediate families) of the Promoter, and agencies associated with this promotion are ineligible to enter. Immediate family means any of the following: spouse, ex spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, stepparent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, stepbrother, step-sister or 1st cousin.
4. Entries into the promotion open at 12:00am NZT Monday 1 September 2025 and closes at 11:59pm NZT Tuesday 30 September 2025 (“**Promotional Period**”).
5. A Participating Store is any licensed off-premise Liquorland liquor Store that displays material relating to the promotion during the Promotional Period (“**Participating Store**”).
6. To be eligible to enter, individuals must purchase any of the products listed below from Participating Stores, scan the QR code, fill in your details as required and upload the receipt during the Promotional Period (“**Qualifying Transaction**”).
 - a. Jack Daniel’s Old No.7 700ml, 1L, 1.75L, 3L
 - b. Jack Daniel’s Tennessee Fire 700ml, Jack Daniel’s Tennessee Honey 700ml, Jack Daniel’s Tennessee Apple 700ml, Jack Daniel’s Tennessee Rye 700ml
 - c. Gentleman Jack 700ml, 1L, 1.75L
 - d. Jack Daniel’s Bonded 700ml, Jack Daniel’s Bonded Triple Mash 700ml, Jack Daniel’s Single Barrel 700ml, Jack Daniel’s Single Barrel Rye 700ml
 - e. Jack Daniels & Cola RTD packs including; JD & Cola 4.8% ABV 10pk, JD & Zero Sugar Cola 4.8% ABV 10pk, JD & Cola 6.9% ABV 10pk (330ml, 375ml, 250ml), JD & Zero Sugar Cola 6.9% ABV 10pk, JD & Cola 12pk Bottles, JD & Cola 6pk Bottles, JD & Cola 4pk Bottles, JD & Cola 6.9% ABV 4pks, Gentleman Jack & Cola 4pk Bottle & Gentleman Jack & Cola 4pk Cans
7. To enter, individuals must then visit the promotional micro-site website, follow the prompts to the promotion entry page, input the requested details including full name, date of birth, email, phone number, upload a copy of the purchase receipt, and submit the fully completed entry form during the Promotional Period.
8. Multiple entries on the same transaction are not permitted, 1 entry per unit purchased.
9. Entrants must retain a copy of their purchase receipts for all entries as proof of purchase. Failure to produce the proof of purchase when requested may, in the absolute discretion of

the Promoter, result in invalidation of ALL of an entrant's entries and forfeiture of any right to a prize. Purchase receipts must clearly specify the store of purchase and that the purchase was made during the promotional period but prior to entry.

10. Promoter is not in any way liable for damage, loss or injury resulting from computer malfunctions, misdirected or incomplete entries or acceptance and use of the prize. Promoter reserves the right in its sole discretion, to cancel or suspend this promotion should virus, bugs or other causes beyond the control of the Promoter corrupt the administration, security or proper play of the promotion. Promoter reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate or suspend the promotion. Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communication line failure, theft or destruction or unauthorised access to, or alteration of, entries. Incomplete and indecipherable entries will be deemed invalid.
11. Incomplete and indecipherable entries will be deemed invalid.
12. If there is a dispute as to the identity of an entrant, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant.
13. The Promoter's decision is final and no correspondence will be entered into.
14. The first three valid entries drawn will win the corresponding Jack Daniels Home Bar set including; 1x Jack Daniels branded Home Bar Bench, 2x Jack Daniels Bar Mats, 4x Jack Daniels rubber coasters, 1x Jack Daniels wall neon. Prize valued at \$5,999.00NZD.
15. Instant prizing will be randomly generated when consumers enter for the grand prize. Prizing will be reviewed for entry validity and sent out to the provided address on Tuesday 30 September 2025. Instant prizing includes; Jack Daniels caps, Jack Daniels, Socks or Jack Daniels Keyrings.
16. The Promoter encourages consumers to enjoy responsibly. Legal aged consumers are advised to consider the safe drinking levels recommended in the National Health & Medical Research Alcohol Guidelines that are available at www.health.govt.nz/. Entry and continued participation in this promotion is subject to the licensee's liquor serving policy.
17. Subject to the unclaimed prize draw clause, if for any reason the winner does not take the prize (or an element of the prize) by the time stipulated by the Promoter, then the prize (or that element of the prize) will be forfeited.
18. Prize, or any unused portion, is not transferable or exchangeable and cannot be taken as cash, unless otherwise specified.
19. Entrants consent to the Promoter using their name, likeness, or voice in the event they are a winner (including recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
20. 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 Promoter,

including but not limited to technical difficulties, unauthorised intervention or fraud, the Promoter reserves the right, in its 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.

21. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used.
22. Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under consumer protection laws in New Zealand ("**NonExcludable Guarantees**"). Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) excludes 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.
23. Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) is not responsible for and excludes 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: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's 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 Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by a winner or entrant; or (f) use / taking of the prize.
24. Brown-Forman collects personal information ("**PI**") in order to conduct the promotion. By providing Brown-Forman with your PI, you consent that any or all of the PI submitted by you may be held and used by Brown-Forman and other companies within Brown-Forman's group of companies (details of which are available at brown-forman.com) or Brown-Forman's agents, partners or licensees, to contact you in relation to the promotion and to further promote, to consider ways of improving, and to send you information about, Jack Daniel's products and services by email and as otherwise set out in Brown-Forman's privacy policy, which is available at <https://legal.brown-forman.com/privacy-policy/english>. Your PI will be handled in accordance with Brown-Forman's privacy policy which contains information about how to access and correct PI that Brown-Forman holds about you, and how complaints can be made and will be resolved. If you do not provide all of the requested information you may be ineligible for the promotion and/or Brown-Forman may be unable to contact you with additional offers. Your PI may be transferred to the United States and may be shared with third-party service providers who process your PI in the United States or New Zealand solely to enable the provision of services to Brown-Forman. Your PI may be transferred to another company or entity in the event that any part of Brown-Forman's business is transferred to, sold to or merged with a company or entity or if Brown-Forman is required to do so by law, regulation or at the request of a public authority. If in the future, you do not wish to receive further communications from Jack Daniel's and would prefer to be removed from its databases, or if you simply wish to make corrections to your PI or if you have a complaint (which we will endeavour to resolve within a reasonable time), please inform us in writing at

please inform us in writing at: Brown-Forman New Zealand, 88 Shortland Street, Auckland Central, Auckland New Zealand 1010.. All entries become the property of Brown-Forman.

25. The Promoter is Hancocks Wine, Spirit & Beer Merchants (0800 699 463) 78 Tidal Road Mangere, Auckland 2022, New Zealand ("**Promoter**").