



KROMBACHER POURFECTION 2019

Rules for the international Facebook Contest for participants resident in the United Kingdom

January - February 2019

1. General Terms and Conditions

1.1 **Krombacher International GmbH**, Hagener Strasse 261, 57223 Kreuztal, Germany (hereafter referred to as 'Krombacher') will award via the [KrombacherUK Facebook page](#) a short journey to Krombach, Germany, from 26th – 28th April, 2019 for residents of the United Kingdom.

1.2 This online competition is not affiliated with Facebook and is in no way sponsored, endorsed or organised by Facebook. The contact for the competition and the receiver of the information provided is not Facebook, but Krombacher. Facebook is not responsible for the awarding of prizes. All questions regarding this competition shall be sent to digital@krombacher.com.

Promotion Period: 01 January 2019 till 28 February 2019

The deadline for participation is 28 February 2019 at 11:59:59 p.m. GMT.

Prizewinners will be published on the KrombacherUK Facebook page on 22 March 2018.

Participation is open to all individuals who have a private Facebook account and are resident at an address within the United Kingdom. Every individual may participate only once via a single Facebook account.

The minimum age for participation is based on the legal age for the consumption of beer. Therefore, the age restrictions are as follows:

Participants from the United Kingdom must be at least 18 years old.

Employees of Krombacher and their relatives as well as employees and members of affiliated companies are not eligible. The judicial decision is final and legally binding.



2. And here is how it works

2.1 Users will create their own video where they pour a Krombacher product in any way. Krombacher draft beer, Krombacher bottled beer or cans of Krombacher beer may be served. The users will share their video using the hashtags #Krombacher #Pourfection2019 on the [KrombacherUK Facebook page](#).

Krombacher will award prizes based on the criteria described in section 4.

2.2 By uploading the video and using the hashtags #Krombacher#Pourfection2019, the participant accepts these terms and conditions.

3. Publication of user comments

3.1 By participating in the contest, users agree that their user name and current location may be made public on the KrombacherFacebook pages (KrombacherUK, KrombacherItalia, KrombacherKorea, KrombacherBulgaria, KrombacherEspana and Krombacher International).

3.2 Krombacher will get in contact with all winners until the 14 March 2019 in order to obtain a confirmation from the participant as to the participant's first and last name, age, and full address.

3.3 Participants approve that videos posted for the competition may be published via other Krombacher digital channels (such as websites, Instagram) and other publication media. Krombacher is therefore entitled to use, store and handle the videos without limitation of place and content for a period limited to five years. Krombacher shall also be entitled to edit and adapt the material, in particular to shorten it and publish only extracts, and to use quotations as well as to adjust it for the appropriate medium.

3.4 Participants shall assure that the materials submitted (such as text, images, video) are free of third-party rights and that they have the rights in them, and also that there is no infringement of personal rights, in particular that persons who appear in the video have given their consent to appear and to have their images used. Additionally, the participants will assure that materials submitted are neither contrary to public



Krombacher

policy nor to public decency, and in particular that other persons are not discriminated against or insulted, and that as well no radical, racist or offensive content is included. The participants will hold Krombacher harmless from any third-party claims which may be asserted in the context of the materials submitted due to the infringement of third-party rights, in particular rights of privacy or ancillary copyrights.

3.5 For advertising purposes, Krombacher may distribute and make public in print media and on the Internet photos taken by employees or agents of Krombacher in the context of the journey and local events. The prizewinner consents to the adaptation or editing of the photos. Krombacher may also make public the above information and materials (such as photos) in a press release. The prizewinner is aware that the recipients of the press release may further edit and publish such information and materials in various media (such as print media and the Internet). Consent is without limitation of place and content and is limited by time. Compensation shall not be paid.

4. Prizes

4.1 One main prize will be given per eligible country. After the conclusion of Entry Period, Krombacher will select a potential winner from among all eligible entries based on the following criteria: quality (25%), originality (25%), consistency with Krombacher's brand image (25%) and the number of Facebook "likes" received by entrant's video (25%).

The main prize comprises a short trip to Krombach from 26th – 28th April, 2019. Krombacher will pay for the following: return economy flight from the winner's nearest major airport to Germany (Düsseldorf, Cologne or Frankfurt), accommodation in a three-star hotel in Siegen for a two-(2)- night stay on a single room and breakfast basis, transfers from the German airport to the hotel in Siegen and back from the hotel to the German airport, transfers to the events and back to the hotel as well as food and drinks during the event in Germany. The expenses for travel from the place of residence to the airport and the return trip from the airport to the residence will not be covered by Krombacher. These expenses and any expenses required for a travel visa are shall be in the prizewinner's responsibility.

In addition to the main prize, there will also be runner-up prizes: Krombacher will be awarding a Krombacher USB stick hat to the first 100 entrants from each country.



4.2 The prizewinners will be informed by Krombacher in a private message and will be requested to get in touch with Krombacher. Then each prizewinner will be informed of the next steps. Only prizewinners will be contacted via private message.

4.3 The following shall apply to all prizes: Cash refunding of the prize is not possible. The prize is not transferable.

4.4 The prizewinners agree that, after the award of the prize, their user name and residence may be published on the Krombacher Facebook pages (KrombacherUK, KrombacherItalia, KrombacherKorea, KrombacherBulgaria, KrombacherEspana and Krombacher International).

4.5 If prizewinners do not respond to Krombacher within 7 days following notification, they will forfeit all rights in the prize, and another person will be designated as the winner based on the above mentioned criteria.

5. Privacy Policy

5.1 Data provided by participants will be electronically processed and stored by Krombacher for the duration of the competition for purposes of implementation and management of the competition. Participants approve this storage.

5.2 Any personal data stored shall be deleted after the completion of the competition.

5.3 Participants shall be entitled at any time to request information on the content that will be stored about them and may at any time request deletion of that data at digital@krombacher.com.



6. Limitation of Liability

The **Krombacher International GmbH** shall only be liable for damages due to intent or gross negligence. The above exclusion of liability shall not apply in the event of culpable injury to life, limb or health.

7. Applicable law

German law shall exclusively be applicable.

8. Miscellaneous

Krombacher reserves the right to cancel, suspend, amend and/or modify the contest, or any part of it. Krombacher may change the terms and conditions at any time without special notice.