

Sirena Easter 2017

Customer incentive promotion

Your chance to WIN a \$3,000 travel gift card from Flight Centre on your pre-Easter Sirena tuna purchases from Bon Food.

Generous second and third prize gift cards are also available. See below for details

How it works:

1. For every 20 cases of Sirena product purchased from Bon Food between Wednesday 1st March and Friday 7th of April, 2017 customers will receive a ticket in a sweepstakes draw. This is in addition to any special discounts offered by Bon Food on Sirena tuna from time to time.
2. For the purposes of the promotion, all product cases, regardless of quantity per unit, count as one case. This is designed to increase attractiveness of purchasing across the range, both on high volume products (e.g. Sirena tuna in oil 185gm) and the more unique lines, such as Bruschetta, Tuna with Rice or Tuna Slices.
3. A tally of purchases will be kept by Bon Food during this period. From Thursday 13th April 2017, sweepstakes tickets will be emailed (or personally delivered, where preferred) to customers in preparation for the draw. On Friday 21st April, 2017 the draw will be held and winning customers notified (and published on Bon Food's website).
4. Subject to point 5 below, the first 3 drawn tickets will win;
 - a. First prize - \$3,000 Flight Centre gift card, to be used at the winner's preferred time, subject to the expiration date of the card.
 - b. Second prize - \$1,250 Flight Centre gift card, to be used at the winner's preferred time, subject to the expiration date of the card.
 - c. Third prize - \$500 Flight Centre gift card, to be used at the winner's preferred time, subject to the expiration date of the card.
5. Only one prize per individual store (groups may have multiple winning stores, but only one prize is allowed for each of those stores)



Prize pool

\$4,750 in Flight Centre travel gift cards, which work like cash for the purposes of travel (note Flight Centre gift cards have expiration dates of 12 months once issued).

Eligibility

Any Sirena customer, Retail or Food Service, may qualify, based on purchases only from Bon Food Pty. Ltd.

Timing

Promotion in-market from 1st March to 7th April, 2017.

Results will be advised to winners on 21st April, 2017 and published on the Bon Food website the same day. Prizes may be used from this time (gift cards valid for one year from purchase).



Sirena Easter Promotion Terms and Conditions

1. Information on how to enter and prizes form part of these conditions. Entry into this competition is deemed as acceptance of these conditions.
2. The competition promoter is BON FOOD PTY LTD, 4 Bruthen St. Preston Victoria. 3072. ABN 60081068 064. Ph: (03) 9495 8200. Hereafter referred to as "the promoter".
3. Employees and the immediate families of the promoter and its associated companies and agencies cannot enter this competition.
4. The competition commences Wednesday 1st March, 2017. Competition closes Friday 7th April, 2017.
5. This promotion is limited to Retail, Food Service and Horeca customers who buy from Bon Food Pty Ltd and are based in the state of Victoria, Australia. Valid entries include Sirena tuna purchases only from Bon Food during the promotional period.
6. There is no limit to the number of entries per entrant, so long as the purchase conditions are met.
7. Purchase conditions:
 - a) For every 20 cases of Sirena product (and multiples thereof) purchased from Bon Food between Wednesday 1st March and Friday 7th April, 2017 customers will receive a ticket in a sweepstakes draw. A minimum cumulative purchase of 20 cases over the period is required to qualify. This competition is in addition to any special discounts offered by Bon Food on Sirena tuna from time to time.
 - b) For the purposes of the promotion, all product cases, regardless of quantity per unit, count as one case. For example, a case of Sirena tuna in oil (36 units) will be treated identically to a case of Sirena tuna with rice (12 units).
 - c) A tally of purchases by store will be kept by Bon Food during this period. From Thursday 13th April, 2017 sweepstakes tickets will then be emailed (or personally delivered, where preferred) to qualifying customers in preparation for the draw.
8. All winners will be decided by a random draw. The draw will take place at 10am on Friday 21st April, 2017. The draw will be held at the Bon Food premises and winning customers notified by direct phone and email (and published on Bon Food's website that day).
9. The first valid entry drawn will win the 1st prize consisting of a \$3,000 Flight Centre gift card, to be used at the winner's preferred time, subject to the expiration date of the gift card. The second entry drawn will win the 2nd prize of a \$1,250 Flight Centre gift card, while the third entry drawn will win the 3rd prize of a \$500 Flight Centre gift card.
10. There will be only one prize allowed per individual store. Store groups (with more than one store) may have multiple winning stores, so long as those stores individually qualify on the basis of the purchase conditions above.
11. In the event that any winners are unable to be contacted within 3 months of the draw, or do not wish to have participated in the promotion, unclaimed prizes will be awarded in a further draw to be conducted at 10am on Monday 15th May 2017 at the place of the promoter. In this event, the unclaimed prize draw winner will be notified by phone and email, with a notification on the Bon Food website on the same day.
12. Prizes will only be awarded to persons aged 18 years and over. Travel bookings made with the gift cards (and associated prices) are subject to availability. In the event of circumstances beyond the control of the promoter, the promoter reserves the right to substitute Flight Centre gift cards for those of another renowned travel supplier, by agreement with the winners. Gift cards will be made available by the promoter immediately upon request of the winners, but must be issued to the winners by 30th June 2017, unless the promoter provides written consent to have this date extended.
13. Total prizes are valued at AUD \$4,750. Prize values include GST where applicable. Prizes cannot be taken as cash.
14. On presentation of the gift cards to the winners, the recipients will be required to countersign a letter from Bon Food confirming that they are authorised recipients of the prize on behalf of the winning customers.
15. The promoter will act as the judge of this promotion and the judge's decision is final. No correspondence will be entered into..
16. To the extent permitted by the law, the promoter will not be liable for any loss or damage which is suffered (including but not limited to indirect or consequential loss) or for personal injury which is suffered or sustained, as a result of taking and/or using the prize.
17. Unless otherwise advised by entrants, information contained on the entries will be used exclusively by the promoter and other competition sponsors and will not be provided to any other parties.

Bon Food Pty Ltd, PO BOX 8175, Northland VIC 3072.

www.bonfood.com.au