

Short Form T&Cs

18+ only. Republic of Ireland residents only. No purchase necessary. Scan the QR code at the point of sale displays at any participating SuperValu stores and enter your personal details for a chance to win 1 of 5 Slane Irish Whiskey Bluetooth Speakers. Opens 0:01 01/03/26 and closes 23.59 30/04/26. One entry per person per day. Maximum one win per person. Prize is non-transferable and non-refundable. See [www.slaneirishwhiskey.com/supervalu2026] for full T&Cs and limitations. Promoter: Edward Dillon Co Ltd, Estuary House, Eastpoint Business Park, Fairview, Dublin 3, D03 Y6A2

Full Terms and Conditions for “Slane Irish Whiskey Win 1 of 5 Bluetooth”

A. Validity of Participation

1. Any person over the age of 18 who is a resident in Republic of Ireland may take part in this Promotion, excluding employees of the Promoter (as defined below) or its affiliate companies, and their immediate relatives, agents, third parties, or anyone professionally connected with the Promotion (collectively, the “Promoter’s Affiliated Parties”).
2. Opening date for participation in the Promotion as described on the in store point of sale in SuperValu stores only. Slane Win 1 of 5 Bluetooth Speakers. Promotion is from 00:01 on 01.03.26. Entries received after 23:59 on 30.04.2026 will not be considered.

B. Participation and Notification

1. To participate in the Promotion, Scan the QR code on point of sale in SuperValu stores. Maximum one entry per person per day. Maximum one win per person.
2. In entering the Promotion, entrants confirm they are both eligible to enter the Promotion and claim any prize that may be a result of entering the Promotion. The Promoter reserves the right to select an alternate winner if an original winner has failed to prove of identity or age as being over 18 within 7 days of notification or if the winner is unable to accept or win the prize. All winners are final, and no correspondence will be entered into.
3. The winners will be drawn randomly from all valid submissions after the closing date. The draw will be conducted by an independent, supervised individual. Winners will be notified by e-mail within seven business days of the draw.
4. The Promoter is not responsible for submissions that have not been transmitted, whether due to delay, destruction, or technical reasons. Proof of submission is not proof of receipt by the Promoter.

C. Prizes

1. The prize[s] for this Promotion include:
 - a. There are 1 of 5 prizes available nationwide consisting of an exclusive Bluetooth Speaker.
2. The Promoter must either publish or make available information that indicates that a valid award took place. To comply with this obligation the Promoter will send the surname and county of major prize winners and, if applicable copies of their winning entries, to anyone who emails stuart.macdougall@edwarddillonco.ie or writes to Edward Dillon Ireland, Estuary House, Dublin 3 (enclosing a self-addressed envelope) within one month after the closing date stated in Clause A.1. If

entrants object to any or all of their surname, county and winning entry being published or made available, please contact the Promoter's agency, Edward Dillon on 01 819 3300.

3. The prize is as stated and is not transferable. Payment of the equivalent value of the prize in cash is not valid.

D. Ownership of Promotion entries and intellectual property rights

1. All Promotion entries and any accompanying material submitted to the Promoter will become the property of the Promoter on receipt and will not be returned.

2. Entrants agree that by submitting their Promotion entry and any accompanying material, that they agree:

- a. that all intellectual property rights associated with the Promotion, including the brands associated with the Promotion, are owned by Promoter and/or the Promoter Affiliated Parties, and entrants have no right to use any intellectual property associated with the Promotion except in connection with the Promotion entry and accompany material;
- b. to assign to the Promoter any and all intellectual property rights associated with the Promotion entry and accompanying materials, with full title guarantee, such that Promoter has the full and exclusive right to use, reproduce, or publish such Promotion entry and accompanying materials; and
- c. to waive all moral rights in and to their Promotion entry and accompanying materials otherwise arising in connection with your entry to which entrants may now or at any time in the future be entitled under copyright, right of publicity, right of privacy, and other intellectual property laws applicable in the jurisdiction in which the Promotion occurs.

3. Entrants agree that the Promoter may, but is not required to, make their entry available on its website www.slaneirishwhiskey.com/supervalu2026 and any other media, whether now known or invented in the future, and in connection with any publicity of the Promotion. Entrants agree to grant the Promoter a non-exclusive, worldwide, irrevocable licence, for the full period of any intellectual property rights in the Promotion entry and any accompanying materials, to use, display, publish, transmit, copy, edit, alter, store, re-format and sub-licence the Promotion entry and any accompanying materials for such purposes. Entrants agree that, by submitting their Promotion entry, they waive any and all claims against Promoter or the Promoter Affiliated Parties for right of publicity or right of privacy relating to Promoter's public reference or publication of the name or other identifying information of an Entrant.

E. Limitations

1. The Promoter reserves the right to modify or cancel this Promotion in the event of any unforeseen circumstances outside the Promoter's reasonable control. In addition, the Promoter reserves the right to offer an alternative, materially equivalent prize if the prize becomes unavailable due to reasons outside the Promoter's control.

2. Save for any liability incurred by the participant that cannot be limited by law, the Promoter shall not be liable for any personal injury, death, monetary loss, or expense incurred by the entrant in their participation in this Promotion and any prize which may result in their participation in this Promotion.

3. The Promoter will not accept competition entries that are:

- a. automatically generated by computer or created by artificial intelligence (including but not limited to chatbots such as ChatGPT or similar software applications);
- b. completed by third parties or in bulk;
- c. illegible, have been altered, reconstructed, forged or tampered with;
- d. photocopies and not originals;

- e. entered by a Promoter Affiliated Party; or
- f. incomplete.

F. Consent and Data Protection

1. By participating in the Promotion, each winner acknowledges and consents that his / her name and image may be used in reasonable future publicity for marketing or promotional purposes without additional compensation.
2. Unless an entrant has indicated that he/she would like to receive communications from the Promoter in the future, his/her personal data will only be held for the purpose of administering the Promotion and will not be retained once the prize draw has been concluded and each winner has received their prize.
3. Entrants acknowledge that Brown-Forman Corporation (BROWN-FORMAN) and other companies within the BROWN-FORMAN group (details of which are available on request) or BROWN-FORMAN's employees, agents, partners or licensees, will handle their personal information, in accordance with the BROWN-FORMAN privacy policy <https://legal.brown-forman.com/privacy-policy/english>, for legitimate business purposes such as to provide them with personalised services and content, to analyse and consider ways of improving our services and products, and to respond to their requests. Entrants personal information may be transferred to any country where BROWN-FORMAN group companies or our service providers have facilities and personal information will be retained as permitted by applicable law. If in the future entrants do not wish to receive further communications from the BROWN-FORMAN group and would prefer to be removed from its database, or if they wish to make corrections to their details or change how they receive communications from us, please write to: privacy@b-f.com

G. Further points

1. Entrants are deemed to have read, understood, and consented to these Terms and Conditions of participation by participating in the Promotion.
2. The Promotion and these Terms and Conditions are governed by the law of Rep. of Ireland and the courts of the Rep. of Ireland have exclusive jurisdiction.

Please Drink Responsibly.

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