**NEW ZEALAND WINEGROWERS INCORPORATED INDEPENDENT RETAILER PROMOTION 2025**

**TERMS AND CONDITIONS**

1. Details of the New Zealand Winegrowers Incorporated (**NZW**) Independent Retailer Promotion (**Promotion**), including promotional text, form part of these Terms and Conditions (**Conditions**).
2. Participation in this Promotion is deemed acceptance of these Conditions.
3. Entries may be submitted in the Promotion between 12:00am Sunday 18 May 2025 and 11:59pm Friday 1 August 2025. No entries beyond this time will be accepted.
4. The organiser of this Promotion is NZW, New Zealand House, New Zealand High Commission, Kinnaird House, 1 Pall Mall East, London, SW1Y5AU United Kingdom.
5. NZW reserves the right to verify the validity of entries.
6. Conditions of entry to this Promotion:
   1. You must be an Independent Retailer in the United Kingdom.
   2. The Independent Retailer must list (at the participating outlet) at least six different New Zealand wines from at least three different varieties or regions in New Zealand, of which at least three must be white wines.
   3. Only one entry per participating outlet is permitted.
   4. The entry must relate to a promotion run by the Independent Retailer for at least two weeks during the period 1 May to 31 May 2025.
   5. You must promote at least one of the ‘White Grape Days’ (Sauvignon Blanc Day on 2 May, Pinot Gris Day on 17 May or Chardonnay Day on 22 May).
   6. NZW, their employees and their immediate families and participating agents and their associated agencies are ineligible to enter.
7. An Independent Retailer for the purpose of this Promotion is an independent alcohol retailer based in the United Kingdom.
8. Each entry can be submitted by email but will only be accepted if addressed as follows:

Email: [cstroud@nzwine.com](mailto:cstroud@nzwine.com)  
Subject Title: New Zealand Winegrowers Independent Retailer Promotion 2025

1. Each entry requires the participant to send the following details in the email mentioned above to NZW:
   1. Outlet name
   2. Contact name and email address
   3. Dates the promotion the entry relates to ran
   4. Outlets where the promotion took place
   5. Details of the promotion mechanic
   6. How the promotion was communicated (for example, displays, POS, regional press, website, mail outs, fliers or social media)
   7. The wines involved
   8. Whether there were any new listings as a result
   9. Whether any additional wine events were hosted
   10. Whether any activity with on trade customers was run and details of such if so.
   11. Information about during the activity compared to the prior month or year (sales figures and % uplift should be shown where possible)
   12. How NZW can help Independent Retailers run better promotions in future
   13. Whether any importer sales representatives were particularly helpful in supporting the promotion
2. Entries must ensure that they are following any applicable laws, both national and local, in relation to the promotion of alcohol and their retail operation. If, in NZW’s reasonable opinion, an entry does not appear to do so, it will be invalid.
3. Three winning entries will be selected (the **Winners**) and each will receive £1,000 worth of New Zealand wine, from a supplier of the Winner’s choice, to be sold at, and delivered to, their Independent Retailer (**the Prize**).
4. NZW reserves the right to substitute the Prize in whole or any of its components with a substitute prize of equal or greater value.
5. The Prize is non-refundable, non-transferable, has no cash alternative and has no cancelation value once booked.
6. The Winners will be judged by an independent panel against the following criteria: creativity of campaign including displays, lengths taken to raise awareness of the diversity of New Zealand wines, lengths taken to educate consumers on New Zealand wines, and uplift in sales. The independent panel’s decision is final.
7. The Winner will be notified by NZW using the contact details provided by Tuesday 30th September 2025 and announced on NZW’s website. If NZW, having used reasonable efforts, is unable to contact the Winner within five (5) days of the Winner being notified, then the Prize is deemed forfeited and another winner will be drawn.
8. The Winner agrees to allow NZW to use the Independent Retailer’s name and details of their entry, to promote the win for promotional and media purposes, including online at [www.nzwine.com/events](http://www.nzwine.com/events), without any payment or other compensation.
9. NZW collects participants’ personal information in order to conduct the Promotion. If the information requested is not provided, the entrant may not participate in the Promotion.
10. By entering the Promotion, participants accept that the personal information provided as part of the Promotion will be used by NZW for the purposes of administering the Promotion. The information provided will only be used as outlined in these Conditions. Entrants may make a request to NZW for access to or for the update, correction or erasure of their information at any time by email to advocacy@nzwine.com or in writing to the address set out in these Conditions.
11. NZW shall not be liable for any loss (including, without limitation, indirect or consequential loss) or injury which is suffered or sustained in connection with this Promotion or in accepting or using the Prize, except for any liability that cannot be excluded by law (in which case that liability is limited to the minimum allowable by law). NZW takes no responsibility for any damage or loss to the Prize in transit.
12. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram or X. Any questions, comments or complaints regarding the Promotion must be directed to NZW.