

Crack Open A Legend CTW Promotion Terms & Conditions ("Conditions of Entry")

Schedule																					
Promotion:	Crack Open A Legend CTW Promotion																				
Promoter:	CUB Pty Ltd ABN 76 004 056 106, 58 Queens Bridge Street, Southbank, VIC 3006, Australia. Ph: 1800 244 054 For any enquiries regarding this Promotion, please contact the Promoter via consumerrelations@asahi.com.au or 1800 244 054																				
Promotional Period:	Start time/date: 12:00 am AEST on 27/08/25 End time/date: 11:59 pm AEST on 23/09/25																				
Eligible entrants:	Entry is only open to Australian residents who are 18 years of age or over and are a rewards cardholder/member of any store displaying advertising material for this Promotion.																				
How to Enter:	To enter the Promotion, the entrant must complete the following steps during the Promotional Period: a) spend at least \$40 on any Carlton Dry, Balter Cerveza or Brookvale Union products in one (1) transaction, to share from any stores displaying promotional material (including online) ("Participating Venues"); and either b) scan the applicable rewards card at checkout (for in-store purchases, based on the Participating Venue of purchase); or be logged into their rewards account at the time of checkout (for online purchases). Entries will be automatically recorded upon completing the above steps.																				
Entries permitted:	Multiple entries permitted subject to the following: a) maximum of one (1) entry permitted per qualifying transaction; b) limit one (1) entry permitted per person per day; and c) each entry must be completed separately and in accordance with the entry instructions above. The entrant is eligible to win a maximum of one (1) minor prize. This prize limit does not apply to SA residents.																				
Winner Determination :	<u>Weekly Draws:</u> <ul style="list-style-type: none">Entries open and close for each Weekly Draw on the times/dates specified below. All draws will take place at Plexus, Level 4, 411 Collins Street, Melbourne VIC 3000 using computerised random selection at 12:00 pm AEST on the dates specified below. Entries in each Weekly Draw will not be entered into any subsequent Weekly Draw/s. <table><tr><th>Weekly Draw</th><th>Opening Time/Date</th><th>Closing Time/Date</th><th>Draw Date</th></tr><tr><td>1</td><td>12:00am AEST on 27/08/25</td><td>11:59pm AEST on 02/09/25</td><td>04/09/25</td></tr><tr><td>2</td><td>12:00am AEST on 03/09/25</td><td>11:59pm AEST on 09/09/25</td><td>11/09/25</td></tr><tr><td>3</td><td>12:00am AEST on 10/09/25</td><td>11:59pm AEST on 16/09/25</td><td>18/09/25</td></tr><tr><td>4</td><td>12:00am AEST on 17/09/25</td><td>11:59pm AEST on 23/09/25</td><td>25/09/25</td></tr></table> <ul style="list-style-type: none">The first twenty-six (26) valid entries drawn from each Weekly Draw will be the winners of the prizes specified below.	Weekly Draw	Opening Time/Date	Closing Time/Date	Draw Date	1	12:00am AEST on 27/08/25	11:59pm AEST on 02/09/25	04/09/25	2	12:00am AEST on 03/09/25	11:59pm AEST on 09/09/25	11/09/25	3	12:00am AEST on 10/09/25	11:59pm AEST on 16/09/25	18/09/25	4	12:00am AEST on 17/09/25	11:59pm AEST on 23/09/25	25/09/25
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	<ul style="list-style-type: none">• Prizes will be drawn in descending order of value.• The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn.• If a draw is scheduled on the weekend or a public holiday, the draw will be conducted at the same time and location on the following business day. The Promoter will ensure each draw is open for public scrutiny and anyone may witness the draw on request. The winner of a drawn prize is determined by chance.										
Total Prize Pool:	AU\$25,000.00										
<table><tr><th>Prize Description</th><th>Number of this prize</th><th>Value (per prize)</th></tr><tr><td>Major Prize: The prize is a \$5,000 Free-2-Travel voucher.</td><td>4 (1 per draw)</td><td>AU\$5,000.00</td></tr><tr><td>Minor Prize: All other states (excl. NT and NSW): 5,000 rewards points (based on the corresponding rewards program of purchase). OR NT and NSW residents: AU\$50 (paid by direct deposit).</td><td>100 (25 per draw)</td><td>AU\$50.00</td></tr></table>			Prize Description	Number of this prize	Value (per prize)	Major Prize: The prize is a \$5,000 Free-2-Travel voucher.	4 (1 per draw)	AU\$5,000.00	Minor Prize: All other states (excl. NT and NSW): 5,000 rewards points (based on the corresponding rewards program of purchase). OR NT and NSW residents: AU\$50 (paid by direct deposit).	100 (25 per draw)	AU\$50.00
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Further Prize Details:	<p><i>Voucher conditions:</i></p> <ul style="list-style-type: none">• Any ancillary costs associated with redeeming the voucher are not included. Any unused balance of the voucher will not be awarded as cash. Redemption of the voucher is subject to any terms and conditions of the issuer including those specified on the voucher.• All travel is subject to availability at all times and may be dependent on select seat class with airlines or specific room category availability with an accommodation partner.• Voucher must be redeemed 12 months from the date when the winner is drawn. All bookings and documentation regarding the prize must be made via Free-2-Travel Holidays Pty Ltd or their agents.• Redeeming the prize is conditional on acceptance of the terms and conditions of travel as detailed by Free-2-Travel Holidays Pty Ltd and the airline carriers in accordance with normal travel practices.• No portion of the prize is redeemable for cash. The prize is not refundable or transferable.• Winner is responsible for any amendment fees issued by airlines or suppliers once booking is confirmed and ticketed.• Winner is responsible for any additional taxes and/or resort fees associated with the chosen accommodation, unless otherwise stated. <p><i>Rewards Points conditions:</i></p> <ul style="list-style-type: none">• Rewards points will be awarded for the rewards program associated with the participating venue where the purchase occurred. Redemption of the points is subject to the standard terms and conditions of that rewards program.• The winner must provide their Australian bank account details to the Promoter for the prize to be awarded										
Winner notification:	The Major Prize winners will be contacted by email and phone and will be published at https://liquorlegends.com.au/ within seven (7) days of the corresponding draw.										

	Minor Prize winners will be contacted by email within seven (7) days of the corresponding draw.
Unclaimed Prizes:	<p>Prize(s) must be claimed by 12:00pm AEDT on 27/10/25. In the event of any unclaimed prize(s), an unclaimed prize draw will take place at the same time and place as the original draw on 28/10/25. The winner(s) of the unclaimed prize draw will be contacted in writing within seven (7) days and the Major Prize winners will also be published at https://liquorlegends.com.au/ by 03/11/25. The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn.</p> <p>If there are no prize winner(s) or winner(s) for this Promotion cannot be found, this information will be published at https://liquorlegends.com.au/.</p>

1. The entrant agrees and acknowledges that they have read these Conditions of Entry (and the Schedule) and that entry into the Promotion is deemed to be acceptance of these Conditions of Entry (and the Schedule). Any capitalised terms used in these Conditions of Entry have the meaning given in the Schedule, unless stated otherwise.
2. The Promotion commences on the Start Date and ends on the End Date ("Promotional Period"). Where applicable, entries are deemed to be received at the time of receipt by the Promoter and not at the time of transmission or deposit by the entrant. Records of the Promoter and its agencies are final and conclusive as to the time of receipt.
3. Valid and eligible entries will be accepted during the Promotional Period.
4. Employees (and their immediate family members) of the Participating Venues, agencies/companies directly associated with the conduct of this Promotion, the Promoter, businesses involved in determination of winner/s for the Promotion, businesses involved in the management of the Promotion, any organisation benefiting from the Promotion, the Promoter's distributors, suppliers, subsidiary companies/businesses and associated companies and agencies are not eligible to enter. "Immediate family member" means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
5. All reasonable attempts will be made to contact each winner.
6. If any winner chooses not to take their prize (or is unable to), or does not take or claim a prize within a reasonable time, as specified by the Promoter, they will forfeit the prize and the Promoter is not obliged to offer a substitute prize.
7. Where entry is allowed by purchase or subscription, the cost of the product or service is no greater than the cost would be without the opportunity to participate in the Promotion.
8. The Promoter supports the responsible service of alcohol and encourages consumers to enjoy alcohol responsibly. Entrants will be refused service of alcohol or provision of an alcohol beverage if it would breach any laws, codes or policies including those of the relevant liquor licensee relating to the responsible service of alcohol. Legal aged consumers are advised to consider the safe drinking levels recommended in the National Health and Medical Research Council Australian Guidelines to Reduce Health Risks from Drinking Alcohol. A full version of these Guidelines is available at <https://www.nhmrc.gov.au/about-us/publications/australian-guidelines-reduce-health-risks-drinking-alcohol>. Please refer to the GL4001 'Liquor promotion guidelines' and GL4003 'Intoxication guidelines' at liquorandgaming.nsw.gov.au.
9. The value of the prizes is accurate and based upon the recommended retail value of the prizes where applicable (inclusive of GST) at the date of publication. The Promoter accepts no responsibility for any variation in the value of the prizes after that date.
10. No part of a prize is exchangeable, redeemable for cash or any other prize or transferable, unless otherwise specified in writing by the Promoter.
11. If a prize (or portion of a prize) is unavailable the Promoter reserves the right to substitute the prize (or that portion of the prize) to a prize of equal or greater value and specification, subject to any written directions of a regulatory authority.
12. No entry fee is charged by the Promoter to enter the Promotion. Where entry is allowed online, there is no additional cost to enter the Promotion other than any cost paid by the entrant to access the website or social media platform of entry via their Internet service provider.

13. If there is a dispute as to the identity of an entrant or winner, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant or winner.
14. Entrants' personal information will be collected by the Promoter directly or through its agents or contractors (including Participating Venues). By entering, the entrant consents to the Promoter keeping personal information on its database. The Promoter may use this information to conduct and manage the Promotion and for future marketing purposes regarding its products, including contacting the entrant electronically. The Promoter will handle personal information in accordance with its privacy policy which is located at <https://asahi.com.au/privacy>. The Promoter collects personal information about entrants to enable them to participate in this Promotion and may disclose the entrants' personal information to third parties including its contractors and agents, prize suppliers and service providers to assist in conducting this Promotion, to communicate with the entrants or in storing data and to the State and Territory lottery departments as required under the relevant lottery legislation. This may include disclosures to organisations outside Australia including in places such as the Philippines, New Zealand, the UK and the Netherlands. If the entrant does not provide their personal information as requested, they may be ineligible to enter or claim a prize in the Promotion. The Promoter's direct marketing communications will, where required by the Spam Act 2003 (Cth), contain a functional unsubscribe functionality that the entrant may use to opt-out of any further such communications and provided that the functional unsubscribe facility complies with the Spam Regulations 2021 (Cth). By entering, you consent to receive email or SMS messages from the Promoter without any functional unsubscribe facility if they relate primarily to the conduct of the Promotion.
15. For the purposes of public statements and advertisements, the Promoter may only publish the Major Prize winner's surname, initial and postcode of residence.
16. The Promoter reserves the right to refuse to allow a winner to take part in any or all aspects of a prize, if the Promoter determines in its absolute discretion, that a winner is not in the physical or mental condition necessary to be able to safely participate in or accept the prize.
17. It is a condition of accepting the prize that a winner may be required to sign a legal release as determined by the Promoter in its absolute discretion, prior to receiving a prize.
18. If a prize is provided to the Promoter by a third party, the prize is subject to the terms and conditions of the third party prize supplier. The terms and conditions which apply to the prize at the time it is issued to the winner will prevail over these Conditions of Entry in the event of any inconsistency. To the extent permitted by law the Promoter accepts no responsibility or liability for any delay or failure by the third party to deliver the prize, any delay or failure relating to the prize itself or failure by the third party to meet any of its obligations in these Conditions of Entry or otherwise.
19. Any guarantee or warranty given is in addition to any relevant statutory guarantees and warranties and nothing in these Conditions of Entry restricts, excludes or modifies or purports to restrict, exclude or modify any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth).
20. If for any reason any aspect of this Promotion is not capable of running as planned, including by reason of computer virus, communications network failure, bugs, tampering, unauthorised intervention, fraud, technical failure or any cause beyond the control of the Promoter, the Promoter may, in its sole discretion, cancel, terminate, modify or suspend the Promotion and invalidate any affected entries, or suspend or modify a prize, subject to State or Territory regulation.
21. The Promoter reserves the right, at any time, to validate and check the authenticity of entries and entrant's details (including an entrant's identity, age and place of residence). If a winner cannot provide suitable proof as required by the Promoter to validate their entry, the winner will forfeit the prize in whole and no substitute will be offered.
22. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Conditions of Entry. If there is a dispute concerning the conduct of the Promotion or claiming a prize, the Promoter will resolve the dispute in direct consultation with the entrant. If the dispute cannot be resolved the Promoter's decision, acting reasonably, will be final.
23. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence or willful misconduct) in connection with this Promotion or accepting or using any prize (or recommendation). For the sake of clarity, this clause shall not apply where the Promoter has contributed to or caused such loss, expense, damage, personal injury or death and shall not apply to any liability which cannot be excluded by law (in each case the Promoter's liability is limited to the minimum allowable by law).

24. The winner(s) will participate in and co-operate as required with all reasonable marketing and editorial activities relating to the Promotion, including (but not limited to) being recorded, photographed, filmed or interviewed and acknowledges that the Promoter may use any such marketing and editorial material without further reference or compensation to them.
25. The Promoter accepts no responsibility for any tax implications and the entrant must seek their own independent financial advice in regards to the tax implications relating to the prize or acceptance of the prize.
26. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
27. Authorised under: ACT Permit No. TP 25/01599, NSW Authority No. TP/3949 and SA Permit No. T25/1198.