

### **Summary Terms and Conditions**

**UK & ROI only. 18+.** Winner/guest must be 21+. No purchase required in ROI only. Purchase a Pringles can (UK only), visit [www.pringles.com/mysteryflavour](http://www.pringles.com/mysteryflavour) register/sign in between 06/01/26 & 07/05/26 to correctly guess the mystery flavour & enter the Prize Draw. Prize: 1 x 5-night trip to Los Angeles, USA for 2 including flights, hotel transfers & 4\* accommodation with breakfast (date exclusions apply, trip must be booked within 12 months). Max 1 entry/person. Smart phone & internet access required. Retain receipt (UK only). Full T&Cs: [pringles.com/mysteryflavour](http://pringles.com/mysteryflavour).

### **Full Terms and Conditions:**

1. This Promotion is open to residents of the United Kingdom and the Republic of Ireland aged 18 or over, excluding employees of the Promoter, agents, distributors or affiliated companies of the Promoter or immediate family members (defined as parents, children, siblings, spouse and life partners and any other person residing with), and anyone professionally associated with this Promotion.
2. Purchase is necessary for residents of the UK only. **Please retain an itemised receipt (for UK residents only) that states the time and date of purchase prior to entry, that is within the Promotion Period, as this may be required for validation and in order for the winner to receive their Prize.** Internet access, a smartphone with a camera, a Kellogg's account and a valid email address are required.
3. Please note that while we want to encourage you to participate and enjoy the benefits of the Promotion we believe in responsible consumption of our products. DO NOT purchase more product than you can reasonably use or consume just to participate in this Promotion.
4. **Promotion Period:** Enter between 00:01 on the 6 January 2026 and 23:59 on the 7 May 2026 inclusive.
5. **To Enter (UK residents):** Entrants must:
  - a. Purchase a can of Pringles Mystery Flavour;
  - b. Using a smartphone, visit [poptopia.pringles.com](http://poptopia.pringles.com) and navigate to the 'Guess the Flavour' experience;
  - c. Then log in or register for a Kellogg's account;
  - d. Guess the mystery flavour;
  - e. Click on "Confirm Now";
  - f. All valid entries who correctly guess the flavour will be entered into a prize draw.
6. **To Enter (ROI residents):** Entrants must:
  - a. Using a smartphone, visit [poptopia.pringles.com](http://poptopia.pringles.com) and navigate to the 'Guess the Flavour' experience;
  - b. Then log in or register for a Kellogg's account;
  - c. Guess the mystery flavour;
  - d. Click on "Confirm Now";
  - e. All valid entries who correctly guess the flavour will be entered into a prize draw.
7. **Further entry conditions:**
  - a. Smart phones using operating systems below iOS 14 or Android 9, and iPhone models older than an iPhone 8 may operate at a sub-standard rate which may impact on an entrant's completion time.

- b. Poptopia can only be launched using mobile Safari version 17.1 or newer, Samsung Internet version 23 or newer, or Google Chrome version 119 or newer if launched on a smart phone. All applications must be enabled with JavaScript to launch Poptopia.
- 8. Maximum of one (1) entry is permitted per person during the Promotion Period.
- 9. If the winner is a resident of the UK, the winner must retain the itemised receipt that accompanies their entry, as they may be required to present it at any time for validation and in order for the winner to receive the Prize. If receipt cannot be provided by an entrant from the UK, if requested by the Promoter, that entrant will no longer be eligible to enter the Promotion and that entry will be void.
- 10. **Prize:** During the Promotion Period, there is one (1) Prize available of a 5-night trip for two people to Los Angeles to be won that includes:
  - a. Roundtrip economy/coach flights to Los Angeles, USA;
  - b. Roundtrip airport transfers in Los Angeles;
  - c. 5 nights' 4-star hotel accommodation in Los Angeles, with breakfast.
- 11. **Further Prize details and conditions:**
  - a. Prizes will be fulfilled by Element London Ltd ("**Prize Fulfilment Agency**").
  - b. Each Prize is valid for the winner and one (1) guest.
  - c. At least one person travelling on the Prize must be over the age of 21. If the Winner is not aged over 21, their guest must be.
  - d. If the winner is over the age of 21, their guest must be over the age of 18.
  - e. Due to the nature of the Prize, the value stated is approximate and is subject to change depending on market fluctuations and dates of when the Prize is taken.
  - f. The winner will not receive cash or any other form of compensation if actual Prize costs are less than the estimate set out in clause 9 of these Terms & Conditions.
  - g. Return flights will be provided from an international airport near to the winner that flies to Los Angeles, dependent on the residence of the winner. The choice of which major international airport the flights depart from is subject to the discretion of the Promoter and their Prize Fulfilment Agency.
  - h. Accommodation is based on two (2) adults sharing a double occupancy room for five (5) nights in Los Angeles, USA; the stay must include a Saturday night; and accommodation will be selected by the Prize Fulfilment Agency at their sole discretion.
  - i. The trip must be booked within 12 months of Prize acceptance subject to availability. The winner must provide the Prize Fulfilment Agency with three preferred travel dates in three separate months and at least 6 weeks' advance notice of preferred date of stay must be given. The Prize cannot be taken on or during the following dates: Valentine's Day, Christmas, New Year's Eve, Easter, school holidays and Bank Holiday periods in the United Kingdom.
  - j. Travel arrangements, including costs relating to public transport, fuel or parking, to and from the winner or guest's home and departure airport, do not form part of the prize and are the responsibility of the winner and their travelling companion. For the avoidance of doubt, the Prize does not include domestic ground transfers, food, beverages, hotel incidentals, excursions, attractions, treatments, visas, souvenirs, gratuities, car parking charges, or any other costs of a personal nature that are not explicitly set out in these Terms and Conditions and neither the Promoter nor any provider of any part of the Prize (including the Prize Fulfilment Agency) will be responsible for any such costs. Return transfers from the winner's home to their departure airport are not included.
  - k. Terms relating to the specific experiences may apply and will be advised upon booking with the Prize Fulfilment Agency.

- l. All international flight taxes, surcharges and one piece of checked baggage per person will be included.
- m. The Prize will be arranged by email between the Prize Fulfilment Agency and the winner. The Prize Fulfilment Agency will make all reasonable efforts to provide the winner with details of the Prize at the earliest possible opportunity. The Promoter and the Prize Fulfilment Agency will have final discretion on all elements and aspects of how the Prize is organised. Once the prize details, including dates and locations, are confirmed this cannot be amended or altered by the winner.
- n. It will be the winner and their guest's responsibility to take out at their own cost all relevant insurance (including but not limited to health and travel insurance, insurance for theft, loss and damage to property) which may be required or prudent to be taken.
- o. All elements of the Prize are subject to availability. The Promoter reserves the right to replace any element of the Prize with an alternative prize of equal or higher value should the original Prize element not be available.
- p. Once tickets have been issued, they are only valid for the flights, dates and times shown. No alternatives are available. Name changes to the flight once confirmed are not permitted.
- q. Flights may be indirect and not all routings will be available, the flight itinerary will be determined by the Prize Fulfilment Agency at their sole discretion.
- r. The winner and their guest must abide by and are subject to the airline's published conditions of carriage.
- s. The winner will not be entitled to any compensation and will have no claim against the organisers, Prize Fulfilment Agency or Promoter if the trip or any other event forming part of the Prize is delayed, postponed, rescheduled or cancelled.
- t. Lounge passes and upgrades are not permitted. Flights cannot be used in conjunction with the Promoter's or any other loyalty programme, or any other discount, discount coupon(s), voucher(s), promotion(s) or special offer. Frequent flyer points cannot be accrued on the flight tickets or with/under any loyalty programme.
- u. Airline seats are subject to availability.
- v. The winner and their guest will require a passport valid for at least 6 months on date of travel. Any necessary visas are the responsibility of the winner and their guest. In the event the winner or their guest are unable to travel due to visa or other personal circumstances, no alternative tickets will be issued, and no compensation or other prize will be provided.
- w. The winner and guest must travel together in all instances, on the same dates and time, take the same trip and share the same room in all provided accommodation. The winner will forgo the Prize in totality if the winner fails to attend the scheduled booking, and the Promoter and any providers of any part of the Prize shall have no further obligation to the winner.
- x. All elements of the Prize package must be taken as part of the same trip.
- y. The winner is responsible for the behaviour of themselves and their guest whilst taking the Prize. The Promoter reserves the right in its absolute discretion to exclude the winner and/or their guest from participation in any aspect of the Prize if either person: (i) fails to comply with the directions of the Promoter or any companies associated with the Prize; or (ii) acts in a manner that is dangerous to themselves or to the public; or (iii) is, in the opinion of the Promoter, anti-social in any manner or which causes a disturbance or nuisance to others. Failure to comply with these Terms and Conditions may result in the Prize being retracted (in full or part).
- z. The winner is solely responsible for any additional charges incurred at the hotel during their stay, including, without limitation, costs of meals, drinks, room service, additional nights and services together with related taxes.
- aa. A valid credit or debit card will be required to check in to the room and will be used to guarantee any incidentals such as in-room calls or services.

- bb. The Promoter will pay the cost of the standard room plus related room taxes.
- cc. If the winner elects not to, or is unable to, use part of the Prize, the winner will forfeit that part of the Prize.
- dd. The Prize will be forfeited if:
  - i. the winner or their guest has not obtained all of the proper travel documents by the date specified by the Promoter;
  - ii. the winner or their guest has any immigration complications which prevent them from entering, leaving or travelling within the period of the Prize; or
  - iii. the winner or their guest has any medical, legal or any other reason that would prevent them from accepting and participating in the Prize.
- ee. It is the responsibility of the winner to provide their correct, up-to-date details when entering the Promotion and/or confirming acceptance of the prize in order for their prize to be processed. The Promoter cannot be held responsible for a winner failing to supply accurate information which affects prize acceptance or delivery of their prize.
- ff. It is the responsibility of the winner and their guest to check any travel advisories issued by a government, to determine whether they wish to accept the risk of travelling to the destination. The Promoter will not be responsible for any loss or damage suffered by any winner or their guest arising out of their failure to follow any travel advisories issued by a government. The winner and their guest must comply with and are responsible for obtaining all information regarding any recommended inoculation and obtaining the inoculation(s) and health regulations required by any Prize destination country.
- gg. The winner must inform the Promoter of any wheelchair or any similar access needs.

12. **Winner Selection:** One (1) provisional winner will be randomly selected from all valid entries received who guessed a correct flavour during the Promotion Period. For your total confidence, the Prize draw will be conducted by PromoVeritas, the independent promotional verification service, within 5 working days of the end of the Promotion Period.

**The correct answer for the mystery flavour is decided at the sole discretion of the Promoter in advance of the Promotion Period and must be spelled correctly by entrants in order to be considered a valid entry. Answers will be accepted in English only. Single and plural forms of guesses are accepted.**

13. **Secondary Winner Selection:** In the instance that a correct answer for the mystery flavour is not guessed and Winner Selection (as per clause 12 above) cannot take place, a secondary Prize Draw will (only) then be conducted and one (1) provisional winner will be randomly selected from all valid entries received throughout the Promotion Period instead. In this case, the Prize Draw would be conducted by PromoVeritas, the independent promotional verification service, within 5 working days of the end of the Promotion Period, if Winner Selection (as per clause 12 above) has not and cannot be conducted.
14. **Winner Notification:** The provisional winner will be contacted via the email address registered to their Kellogg's account within 10 working days of Winner Selection and will be asked to provide evidence of identity and eligibility. Once eligibility has been confirmed, the provisional winner will be confirmed as a winner. If the provisional winner does not respond to the initial contact within 14 days, the promoter reserves the right to disqualify the entrant and award the Prize to a reserve selected in the same manner. Reserve winners may have less time to respond. Reasonable efforts will be made to contact the provisional winner.
15. **Prize Acceptance & Delivery:** Once the provisional winner provides evidence of their identity and eligibility, they should look out for an email confirming they are a winner along with further Prize Details. Please allow up to 10 days for notification to arrange the Prize to the email address provided when registering for a Kellogg's account.

16. In the unlikely event that an email with further Prize Details doesn't arrive within 10 days of Winner notification, the winner will have a further 28 days to inform the Promoter by visiting the Contact Us page on [Primates.com](https://www.primates.com). If a Winner does not do so, the Promoter reserves the right to not reissue the Prize or limit its value at its sole discretion.
17. Provided no objection from a winner is received, the surname and region of the winner will be made available by the Promoter four (4) weeks after the close of the Promotion Period, for a period of eight (8) weeks. It will be made available by contacting <https://www.primates.com/uk/contact-us.html> or <https://www.primates.com/ie/contact-us.html> and asking for a Primates Mystery Flavour 2026 winners list. The winner can object to their surname or region of residence being published or request for the amount of information being published to be reduced via the same method of contact. However, please note that without prejudice, even if the winner objects to the publishing of their surname and/or region, the Promoter will provide winner information to the relevant authority on reasonable request or any other regulatory bodies to comply with all relevant rules and legislation currently in force.
18. It is the responsibility of the winner to supply the correct personal information in their Kellogg's account in order to claim their Prize. The Promoter will not be liable for the non-delivery of the Prize caused by the provision of wrong information. A winner's email address or postal address cannot be updated after entry.
19. The winner will not incur any costs to claim the Prize or equivalent benefit. A consumer may incur a cost to enter the Promotion. The winner will not incur any costs during the arrangements made by the Promoter for the winner to receive their Prize but may incur costs when taking the Prize.
20. The Promoter may request that the winner participates in reasonable publicity arising from the Promotion including use of a winner's name, voice, city/county of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise). Participation is at a winner's discretion and is not a condition of Prize acceptance.
21. The Promoter seeks to run fair and secure promotions and prevent abuse and cheating. If you enter in a way that is not consistent with these Terms & Conditions, your entries (and any of your associated aliases) will be disqualified, any Prize awarded may be void and recoverable, and the Promoter reserves the right to bar you from entering future promotions for a period of at least six (6) months. For this reason, the Promoter reserves the right at any point to:
  - a. Verify the eligibility of entrants and/or provisional winners by requesting such information that the Promoter considers reasonably necessary for this purpose. Entry or a Prize may be withheld unless and until verification is completed satisfactorily.
  - b. Disqualify entries that are not made directly by the individual entering the Promotion.
  - c. Disqualify entries made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.
  - d. Disqualify bulk entries from individuals, trade, consumer groups or third parties, incomplete entries and entries submitted by macros or other automated means.
  - e. Disqualify entries beyond the maximum allowed, or those using techniques such as 'script', 'brute force', multiple SIM cards for text entries, masking identity by manipulating IP addresses, using aliases or identities other than their own or any other

means.

- f. Disqualify entries which, in some other way, do not fully meet the requirements of these Terms & Conditions.

- 22. Entrants must complete their details using their legal name. The Promoter reserves the right to disqualify any entrant who uses multiple names, email addresses or postal addresses, and require them to return any Prize they may have won.
- 23. The Prize is not transferable or exchangeable and cannot be redeemed for monetary value or for any other form of compensation. If, for any reason, any part of the Prize is not available, the Promoter reserves the right, at its sole discretion to substitute another Prize for it, of equal or greater value.
- 24. If the Promotion is not capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, the Promoter reserves the right to disqualify any individual who tampers with the entry process or does not comply with these Terms & Conditions, or invalidate any affected entries and/or to cancel, modify or suspend the Promotion.
- 25. No responsibility can be taken for entries which are lost, delayed, corrupted, damaged, misdirected or incomplete or which cannot be delivered for any technical, delivery or other reason. Proof of sending will not be accepted as proof of receipt. The Promoter does not guarantee continuous or secure access to the promotional website.
- 26. Insofar as is permitted by law, the Promoter, the Prize Fulfilment Agency, and each of its and their agents or distributors will not in any circumstances be responsible or liable to compensate the winner or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up the Prize except where it is caused by the negligence of the Promoter, the Prize Fulfilment Agency, and each of its and their agents or distributors or that of their employees. Your statutory rights are not affected.
- 27. The Promoter, the Prize Fulfilment Agency and the Promoter's associated agencies and companies will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control arising from (but not limited to) Acts of God, global or regional epidemic or pandemic, adverse weather conditions, fire, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities, or any other circumstances of the Promoter. The promotion parties shall not be liable if for any reason or by force majeure, this promotion is modified, postponed or cancelled. No compensation will be payable by the promotion parties.
- 28. We are committed to protecting your privacy. Kellogg Europe Trading Limited (Kellogg) will only process your information for the following purposes: (1) To administer this promotion in line with the terms and conditions, and (2) to contact you in relation to future promotions and for marketing purposes. We will never sell your data to third parties, but may combine your data with data from other sources in order to build anonymised/pseudonymised profiles for targeted advertising. Your data will be processed and held on servers located in the United States. Kellogg has ensured that any processors we use are obligated under EU Standard Contractual Clauses to ensure data protection compliance. We will hold your data as long as your consent is valid and you wish to receive marketing communications. You have the right to access your data, withdraw your consent, or to have your data erased. You also have the right to contact a data protection

supervisory authority. For further questions on how we use your data, please see our Privacy Policy. You can also contact us at [DataPrivacyOfficer@kellogg.com](mailto:DataPrivacyOfficer@kellogg.com). Any information collected regarding entrants into this Promotion will be treated in confidence in accordance with the Promoter's privacy policy, available at: <https://www.pringles.com/uk/privacy-policy.html>.

29. Any personal data submitted by a Winner to the Prize Fulfilment Agency will be treated in accordance with their privacy policy, which is accessible at: <https://element-london.com/element-london-privacy-policy-travel-english>.
30. If any changes are made to the Promotion, the Promoter will inform the entrants via this site.
31. If required by law or self-regulatory codes that govern the operation of the Promotion, the Promoter may be required to share some personal data of Winners with authorities, solely to the extent legally required. This information may include the Winner's name, surname, region of residence or any other personal data the Promoter is required to share.
32. If any part of these Terms & Conditions are legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.
33. By entering, entrants will be deemed to have agreed to be bound by these Terms & Conditions.
34. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
35. These Terms and Conditions shall be governed by the laws of the relevant country for each entrant and their interpretation and application will be subject to the exclusive jurisdiction of the courts of the relevant country they reside in.

**Promoter:** Kellogg Europe Trading Limited, 3 Dublin Airport Central (DAC), Dublin Airport, Dublin (company registration number 0387390). PLEASE DO NOT SEND ENTRIES TO THIS ADDRESS.