

SIERRA TEQUILA TERMS & CONDITIONS

These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry and claim instructions are deemed to form part of the Terms and Conditions. In the event of a conflict, these Terms and Conditions take precedence. Please retain a copy for your information.

1. **THE PROMOTER:** The Drinks Company Limited, Unit 11 Foundry Court Foundry Lane, Horsham, RH13 5PY.

2. **WHO CAN ENTER:** This Promotion (the “**Promotion**”) is open to UK residents (England, Wales, Scotland and Northern Ireland) aged 18 years or over at the time of entry, excluding employees of the Promoter and their immediate families, the Promoter’s agencies, third parties or any other person professionally connected with the Promotion and their immediate families (spouse, parent, child, sibling, grandparent and/or "step" family living in the same household). The Promotion is not open to residents in the Isle of Man, ROI, or the Channel Islands.

3. Internet access required. Participants must have internet access to enter the Promotion. The participant is reminded to get the owner's permission before using a computer, device and/or internet-access which is not owned or paid for by the entrant to enter the Promotion. The Promoter will not be liable for any internet or mobile connection, or other charges incurred in entering the Promotion.

4. Purchase necessary.

5. The Promotion features cross media but there is only one prize pool.

6. PROMOTIONAL PERIOD

a. The “**Main Promotion Period**” will begin at 00:00 on Monday 27th April 2026 (the “**Opening Date**”) and will end at 23:59 on Monday 22nd June 2026 (the “**Main Promotion Period Closing Date**”).

b. The “**Late Entry Draw**” is for all entries received during the “**Late Entry Promotion Period**”, being between 00:00 on Tuesday 23rd June 2026 and 23:59 on Friday 31st July 2026 (the “**Late Entry Draw Closing Date**”). All entries received after the Late Entry Draw Closing Date will not be accepted.

7. HOW TO ENTER:

- a. Purchase 1 x 50cl bottle of either Sierra Tequila Blanco or Sierra Tequila Reposado in a Tesco store or online at Tesco.com during the Main Promotion Period. **Retain receipt & neck collar with URN. Winners may be required to provide proof of purchase.**
- b. Scan the QR code or go to sierramexico.co.uk;
- c. Enter your first name, surname, postcode, valid email address and mobile phone number, and the unique code (URN), which is 8 digits and can be found on the reverse of the neck tag.
- d. Only one (1) entry per person during the Main Promotion Period. For the avoidance of doubt, a person can enter once in total during the Main Promotion Period. For the avoidance of doubt only one email address and valid mobile number will be accepted per person, and a person can use this email address and mobile number to enter only once. An email address and mobile phone number can only be used by one person and cannot be shared within a household. A URN can only be used once. Any participant using multiple details (multiple email addresses, mobile phone number and/or multiple identities) to access the Promotion will be disqualified and any Prize will be void. The Promoter reserves the right, at its sole discretion, to eliminate or disqualify any entries or participants that it regards as being in breach of these Terms and Conditions or the spirit of the Promotion. Those who try to circumvent the entry process and/or entry instructions by any method, will be disqualified and any Prize awarded will be void.
- e. Bulk entries made from trade, consumer groups or third parties will not be accepted. Do not enter on behalf of another person. Incomplete or illegible entries or via third parties or syndicates, entries by macros or other automated means and entries which do not satisfy the requirements of these Terms and Conditions in full will be disqualified. If it becomes apparent that a participant or household is using a computer(s) or multiple aliases to access the Promotion, for example, the use of 'script', 'brute force', masking their identity by manipulating IP addresses, using multiple email addresses or mobile phone numbers, using identities other than their own or any other automated means to increase that participant's entries, acting fraudulently or dishonestly in the opinion of the Promoter, that person's entries will be disqualified, and any Prize entitlement will be void.
- f. The Promoter reserves the right to disqualify any entries made using anonymous, disposable and or temporary email services such as, but not limited to, Apple, Guerilla Mail, Dispostable, and Mailinator as well as any programmatically generated or manually created email

addresses on platforms including, but not limited to Outlook, Gmail, Yahoo Mail, or BT Internet domains, for the purpose of circumventing these Terms and Conditions. The Promoter reserves the right to determine, in its sole and absolute discretion if a participant or a Winner has used any such service and withdraw Prize entitlement.

g. Proof of sending will not be accepted as proof of delivery or receipt of entry. Incomplete, illegal, misdirected or entries received outside of the applicable Promotion Period will not be accepted, and you will not be entered into the Promotion. No responsibility can be accepted for entries that are incomplete, lost due to technical reasons, corrupted, delayed or not received for whatsoever reason.

8. MAIN PROMOTION WINNER SELECTION

a. The Winner and Runners-up will be drawn using a random number generator within 28 working days of the Main Promotion Period Closing Date. The first entrant drawn that meets the entry criteria will win the Main Prize. The next 45 entrants that meet the entry criteria to be drawn will win a Runner-up Prize.

b. Maximum one Prize per household during the Main Promotion Period.

9. MAIN PROMOTION WINNER NOTIFICATION

a. Main Promotion Winner and Runners-up will be notified via email within 28 working days of the Main Promotion Period Closing Date. Winner and Runners-up will have 14 days to provide proof of age and claim the Prize.

b. It is the responsibility of the entrant to ensure that they respond to the Prize notification. Winner or Runners-up who do not respond within the initial 7 days will be emailed again or phoned and given a further 7 days to respond. If contact cannot be made, or the Prize is not claimed or proof of age is not provided, within 14 days of the initial Prize notification date an alternative Winner or Runner-up will be drawn.

c. The Promoter cannot be held responsible for the Winner or Runners-up failing to supply accurate information which affects Prize acceptance or delivery of their Prize.

d. All winners are required to provide proof of age either as a valid passport, valid birth certificate, or valid driving licence.

10. THE MAIN PROMOTION PRIZES

a. There is 1 Main Prize, and 45 Runner-up Prizes, to be won during the Main Promotion Period.

b. **1 x Main Prize:** consists of a 7-night trip to Cancun, Mexico, for 2 adults (18+). Prize includes:

- return economy flights from a UK airport to Cancun, with 1 x item of checked luggage per person;

- private airport-hotel transfers in Cancun;

- 7 nights' accommodation at a 4* hotel in Cancun

- daily breakfast;

- travel insurance;

- Visitax fees.

- £500 spending money paid into Winner's UK sterling bank account, 7 days before travel. Payment cannot be made into a Non-Bank Financial Institution (NBFI) or Electronic Money Institution (EMI).

c. Subject to availability, the UK airport of departure will be the Winner's nearest international airport that operates flights to Cancun. Please note this may not be the Winner's closest airport and a direct flight cannot be guaranteed. Flights will either be direct or indirect and include all flight taxes and surcharges.

d. Winner and guest will be sharing a double room, on a bed and breakfast basis. Twin room requests cannot be guaranteed.

e. Winner and guest must travel together in both directions. Organising valid passports is the responsibility of the Winner and their guest, and the Prize excludes any visas and cost of any visas. A mandatory tax called Visitax is required for foreign tourists travelling to Mexico, which will need to be purchased by the Winner and guest online prior to travelling. Visitax fees (£14 per person, £28 total as of 24.04.26) will be paid directly to the Winner, to a UK bank account in the Winner's name. Payment cannot be made into a Non-Bank Financial Institution (NBFI) or Electronic Money Institution (EMI). It is the Winner and guest's responsibility to complete a Visitax online form before travel and to keep a digital or paper copy of payment confirmation as proof. It is the Winner and guest's responsibility to comply with any additional requirements for entering

Mexico and upon returning to the UK. The Promoter and its agencies cannot be held responsible for the Winner and guest not having the correct travel documentation or following any entry regulations.

f. Travel insurance is subject to restrictions and the terms and conditions of the insurance provider. It is the responsibility of the Winner and/or their guest to meet any additional costs relating to obtaining insurance cover for any pre-existing medical condition and for any additional costs as may be specified where the Winner and/or their guest are aged 70 or over.

g. A valid credit or debit card will be required for security deposit purposes when checking into hotel accommodation.

h. Prize must be booked within 12 months of acceptance and taken within 18 months of acceptance. Travel is subject to availability and excludes over 23rd July – 3rd September 2026, 15th December 2026 – 5th January 2027, 13th – 14th February 2027, 26th March – 12th April 2027, 23rd July – 6th September 2027, 15th December 2027 – 5th January 2028, and all bank holiday weekends in the UK and Mexico. Once booked, the prize cannot be altered.

i. Prize excludes domestic travel and all other expenses not expressly stated within these Terms and Conditions.

j. Please note that the Winner will be required to provide proof of identity documenting full name and age (date of birth) to accept the Prize. Proof of identity must match details provided at the point of entry. Only official documents can be accepted as proof of identity (driving licence, identity card or passport). Council tax will not be accepted as proof of identity. Expired proof of identity will not be accepted.

k. **45 x Runner-up Prizes:** each consists of a £100 Tesco e-Gift Card.

Tesco e-Gift Card can be used in any UK Tesco store. The e-Gift Card cannot be used online or at a Tesco petrol station. The card and balance will expire five years from purchase or last card use. For further information, please visit <https://www.tescoforbusiness.com/faqs/> e-Gift Cards will be emailed within 28 working days of Prize acceptance.

l. Prizes are not transferable, they cannot be resold, and there are no cash or alternative Prizes, in whole or part. The Prize must be accepted as offered by the named Winner and Runners-up.

m. The Promoter reserves the right to replace a Prize with an alternative Prize of equal or higher value if circumstances beyond the Promoter's control makes it necessary to do so.

n. Runners-Up will be required to provide proof of identity documenting full name and age (date of birth) to accept the Prize. Proof of identity must match details provided at the point of entry. Only official documents can be accepted as proof of identity (driving licence, identity card or passport). Council tax will not be accepted as proof of identity. Expired proof of identity will not be accepted.

12. LATE ENTRY DRAW DETAILS & WINNER SELECTION

a. Purchase 1 x 50cl bottle of either Sierra Tequila Blanco or Sierra Tequila Reposado in a Tesco store or online at Tesco.com during the Late Entry Promotion Period. The remainder of the Entry instructions are in accordance with Clause 7.

b. Only one (1) entry per person during the Late Entry Promotion Period. For the avoidance of doubt, a person can enter once in total during the Late Entry Promotion Period. Requirements are in accordance with Clauses 7d-f.

c. There are 5x Prizes to be won during the Late Entry Promotion Period. Prize consists of a £100 Tesco e-Gift Card. Tesco e-Gift Card can be used in any UK Tesco store. The e-Gift Card cannot be used online or at a Tesco petrol station. The card and balance will expire five years from purchase or last card use. For further information, please visit <https://www.tescoforbusiness.com/faqs/>

d. e-Gift Cards will be emailed within 28 working days of Prize acceptance.

e. Maximum one Prize per household during the Late Entry Promotion Period.

f. The Late Entry Draw Winners will be drawn using a random number generator within 28 working days of the Late Entry Draw Closing Date.

g. The Late Entry Draw Winners will be notified via email within 28 working days of the Late Entry Draw Closing Date. Winners will have 14 days to claim the Prize. It is the responsibility of the entrant to ensure that they respond to the Prize notification. Winners do not respond within the initial 7 days will be emailed again or phoned and given a further 7 days to respond. If contact

cannot be made, or the Prize is not claimed, within 14 days of the initial Prize notification date an alternative Winner will be drawn. The Promoter cannot be held responsible for Winners failing to supply accurate information which affects Prize acceptance or delivery of their Prize.

h. Late Entry Draw Winners will be required to provide proof of identity documenting full name and age (date of birth) to accept the Prize. Proof of identity must match details provided at the point of entry. Only official documents can be accepted as proof of identity (driving licence, identity card or passport). Council tax will not be accepted as proof of identity. Expired proof of identity will not be accepted.

13. LIMITATION OF LIABILITY

a. Insofar as is permitted by law, the Promoter and its agencies will not in any circumstances be responsible or liable to compensate participants for any losses that may be incurred as a result of entering the Promotion and the Promoter does not accept any liability for any loss or damage whatsoever occurring as a result of a Winner's entry or acceptance of a Prize. Nothing in these Terms and Conditions shall limit the Promoter's liability for death or injury to a Winner caused by the negligence of the Promoter or its agencies.

14. DATA PROTECTION

a. By participating in the Promotion, participants acknowledge and consent that the Promoter may collect, store, and process personal data provided by them for the purpose of administering the Promotion, including verifying eligibility, awarding prizes, and communicating with participants. The Promoter shall process such personal data in accordance with the UK general data protection regulation ("**UK GDPR**"), the Data Protection Act 2018. Personal data will be retained only for as long as necessary for the purposes for which it was collected or as required by applicable law. Participants have the right to access, rectify, erase, restrict, or object to the processing of their personal data and to lodge a complaint with the UK Information Commissioner's Office ("**ICO**"). Processing of personal data is lawful on the basis of consent, performance of a contract, or legitimate interests of the Promoter, as applicable.

b. The surname and county of Winners and Runners-Up will be made available to anyone who requests it by emailing Sierra@loveprizes.co.uk within 1 month of the Late Entry Draw Closing Date. Participants may request their surname, and county is not published in the event they win by emailing Sierra@loveprizes.co.uk before the Late Entry Draw Closing Date. However, the Promoter shall provide the surname and county of the Winners and Runners-Up to competent

authorities upon request from such competent authorities (including the Advertising Standards Authority).

15. GENERAL

- a. Promoter's decision is final and binding in relation to all matters relating to the Promotion. No correspondence will be entered into.
- b. By entering this Promotion, you agree to be bound by these Terms and Conditions.
- c. The Promoter reserves the right to verify Winners and Runners-up and ask for proof of purchase, proof of full name, age and address before a Prize can be sent and to withdraw Prize entitlement where there are reasonable grounds to believe there has been a breach of these Terms and Conditions. Proof of identity and address must match details provided at the point of entry.
- d. The Promoter reserves the right to cancel, amend, withdraw, terminate or temporarily suspend this Promotion in the event of any unforeseen circumstances or technical reason outside its reasonable control, with no liability to any participants or third parties but will use all reasonable endeavours to avoid consumer disappointment. Such circumstances include, but are not limited to: industrial action, civil unrest, fire, flood, storms, earthquakes, acts of terrorism, acts of war, governmental action or any other event that is beyond the control of the Promoter.
- e. The Promoter accepts no responsibility for system errors or other issues that may result in disruption to Winner notifications or Prizes. The Promoter or its agencies will not be responsible for the entries that are not included in the Main Promotion Period and Late Entry Draw Period draws erroneously, including any such failure which is within the control of The Promoter or its agencies.
- f. If any clause or provision of these Terms and Conditions is declared by a court to be illegal, invalid or unenforceable, this declaration shall not affect the validity and enforceability of any other clause or provision within.
- g. These Terms and Conditions shall be governed by the laws of England and Wales, and the courts of England and Wales shall have exclusive jurisdiction in relation to any dispute concerning them.