

**PARMALAT – EVERYTHING NEEDS CHEESE COMPETITION:  
WHATSAPP COMPETITION**

**TERMS & CONDITIONS**

**COMPETITION DATES:1 April 2026 – 15 July 2026**

1. The promoter is Lactalis South Africa (Pty) Ltd (“the Promoter”) and Vetro Media is the “Promoter Agent”.
2. The promotional competition is open to all South African residents in possession of a valid identity document.
3. The promotional competition is only open to participants over the age of 18 and in possession of a valid South African identity document.
4. These Terms and Conditions will prevail in the event of any conflict or inconsistency with any other communications sent to you by us, including advertising or Promotional materials. Prize redemption instructions are deemed to form part of the Terms and Conditions.
5. The promotional competition is not open to any director, member, partner, employee, agent, retailer or consultant of the Promoter, the marketing service providers or any person who directly or indirectly controls or is controlled by these entities, including their spouses, life partners, business partners or immediate family members.
6. By participating in this competition participants are asked to Opt In to receive future marketing material from the brand/s on promotion. The participant is under no obligation to Opt In to still enter the promotional competition.
7. All personal information (‘Personal Data’) supplied by participants shall be processed in accordance with South African data protection legislation and the Promoter’s Privacy Policy.
8. This promotional competition is open from 1st April 2026 and ends at 23:59 PM on 15 July 2026 (“Competition Period”). No entries received after the closing date will be accepted.

**ENTRY REQUIRMENTS**

- 8.1 Purchase any Parmalat Cheese product from a participating retailer during the Competition Period;
- 8.2. Retain their **original till slip** as proof of purchase;
- 8.3. Scan the QR code on participating in promotional material.
- 8.4 Follow the prompts to submit a clear and legible image of the till slip via Whatsapp 060 014 8746;
- 8.5 Complete the required entry information as prompted.
- 8.5 Each valid entry received during the Promotion Period will be entered into the daily draw.
9. Entrants are permitted to unlimited entries with different purchases of the participating Parmalat products. Entrants are only allowed to win once.
10. Winners will be drawn at random by Vetro media, based on the entries of that week. The Lactalis South Africa and brand team hold the right to select winners based on their judging criteria.
11. Any prize not taken up for any reason will be forfeited.
12. Prizes are not exchangeable or transferable.

**Product List:**

Unit Barcode	Description	Pack size /SKU
6001049059466	Parmalat White Gouda	850g
6001049023412	Parmalat Gouda	850g
6001049023405	Parmalat Cheddar	850g
6001049014632	Parmalat Mature Cheddar	850g
6001049023412	Parmalat Gouda Full Fat Semi-Hard Cheese	850g
6001049016506	Parm Garlic & Herb FW	200g
6001049014441	Parm Chilli & Pepper FW	200g
6001049023313	Parmalat Gouda	230g
6001049014144	Parmalat Gouda	400g
6001049069281	Parmalat Gouda	600g
6001049023306	Parmalat Cheddar	230g
6001049014137	Parmalat Cheddar	400g
6001049069304	Parmalat Cheddar	600g
6001049023405	Parmalat Cheddar	850g
6001049014106	Parmalat White Cheddar	230g
6001049014113	Parmalat White Cheddar	400g
6001049014120	Parmalat White Cheddar	850g
6001049014632	Parmalat Limited Release Mature Cheddar	850g
6001049023405	Parmalat White Gouda	850g
6001049038140	Parmalat Cheddar Processed Slices	200g
6001049038188	Parmalat Cheddar Processed Slices	400g
6001049022668	Parmalat Cheddar Processed Slices	900g
6001049038133	Parmalat Gouda Processed Slices	200g
6001049038171	Parmalat Gouda Processed Slices	400g
6001049055246	Parmalat Gouda Processed Slices	600g
6001049011730	Parmalat Sweetmilk Processed Slices	200g
6001049011976	Parmalat Sweetmilk Processed Slices	400g
6001049012515	Parmalat Sweetmilk Processed Slices	900g
6001049038645	Parmalat Mozzarella Processed Slices	200g
6001049038621	Parmalat Mozzarella Processed Slices	400g
6001049027663	Parmalat Cheddar Chilli Processed Slices	200g
6001049027649	Parmalat Cheddar Chilli Processed Slices	400g
6001049027625	Parmalat Cheddar Chilli Processed Slices	900g
6001049016490	Parmalat Gouda Hard Cheese Slice	150g
6001049016483	Parmalat Cheddar Hard Cheese Slice	150g
6001049059183	Parmalat Mozzarella Hard Cheese Slice	150g
6001049040006	Parmalat Grated Cheddar	250g
6001049017763	Parmalat Grated Cheddar	750g
6001049040013	Parmalat Grated Mozzarella	250g
6001049017787	Parmalat Grated Medium Fat Mozzarella	750g
6001049040020	Parmalat Grated Pizzarella	250g
6001049017749	Parmalat Grated Gouda	750g

## **JUDGING CRITERIA**

### **14. Entrants must:**

1. Participants must keep their till slip as proof of purchase.
2. Participants must upload a correct till slip. If a participant uploads an incorrect till slip, the Promoter reserves the right to deem that entry as invalid.
3. Participants must enter their correct contact details. If a winner has given incorrect contact details, the Promoter reserves the right to select another Winner in terms of the rules.
4. Participants may enter as many times as they wish, provided that each entry is associated with a separate purchase and accurate barcode.
5. Any Prize not taken up for any reason within one month of notification will be forfeited.
6. Prizes are not exchangeable or transferable.
7. A single person/ID number may only **win 1 Prize per competition**.

**Prizes include:**

**Weekly Prize**  
**Winners**

- **Total Budget:** R1000 000
- **Prize per Winner:** R10,000
- **Total Winners:** 100
- **1 Winner daily**

**Prize schedule**

Weekly Prize Schedule (R70,000 per week) and R20 000 in the last week.  
Competition opens on 1 April 2026 and closes on 9 July at 23:59 PM.

<b>Week</b>	<b>Competition Period</b>	<b>Draw Date</b>	<b>Prize</b>
1	1 Apr – 7 Apr 2026	8 Apr 2026	R70,000
2	8 Apr – 14 Apr 2026	15 Apr 2026	R70,000
3	15 Apr– 21 Apr 2026	22 Apr 2026	R70,000
4	22 Apr – 28 Mar 2026	29 Apr 2026	R70,000
5	29 Apr – 5 May 2026	6 May2026	R70,000
6	6 May– 12 May 2026	13 May 2026	R70,000
7	13 May – 19 May 2026	20 May 2026	R70,000
8	20 May – 26 May 2026	27 May 2026	R70,000
9	27 May –2 June 2026	3 June 2026	R70,000
10	3 June- 9 June 2026	10 June 2026	R70,000
11	10 June –16 June 2026	17 June 2026	R70,000
12	17 June – 23 June 2026	24 June 2026	R70,000
13	24 June –30 June 2026	1 July 2026	R70,000
14	1 July –7 July 2026	8 July 2026	R70,000
15	8 July – 9 July 2026	10 July 2026	R20,000

**SELECTING WINNERS**

8. The Winner will be required to provide their till slip, name, ID number, copy of their identity document, contact details, and will be contacted to acknowledgment the receipt of the prize.
9. The Winners will be selected by means of a random draw and will be notified telephonically where the Winner will be required to verify their details. The Promoter (or their agent) will endeavour to contact the prize Winner once each for 3 consecutive days from the day of the draw after their name/number is drawn. Written notification will also be sent to the winners as an extra attempt (a further 24 hours will be given for the winner to respond). If the Prize Winner cannot be contacted during this period, the Prize will be forfeited, and another Winner will be selected in accordance with the rules.
10. The Promoter shall not be responsible for any entries that are incomplete, illegible, corrupted or incorrect, submitted using invalid or duplicate till slips, or that are lost, delayed or not received due to any technical, network, system or device failures. Proof of submission or uploading of an entry does not constitute proof of receipt or validity of such entry.

## DELIVERY OF PRIZE

11. The drawn candidates who need to be verified as Prize winners will be contacted by Promoter “agency” where agency will require the drawn candidate to furnish agency with the aforesaid required documentation within two (2) days of confirmation of telephonic call, once all documents have been verified, agency will then fulfil the prize within 15 working days. If the Prize Winner cannot produce the documents during this period, the Prize will be forfeited, and another Winner will be selected in accordance with the rules.
12. By entering, you consent to your name being used in promotional materials and on social media if you win.
13. Participants who experience issues with entry submission or believe their entry was unsuccessful may lodge a complaint or query by: Emailing [complaints@thenc.org.za](mailto:complaints@thenc.org.za) or calling 012 065 1940. All complaints must be submitted within **7 (seven) days** of the alleged issue. The Promoter will investigate and respond within a reasonable time. The Promoter’s decision shall be final and binding, subject to applicable law.

## GENERAL

14. The Winner may be required to sign an Indemnity and Media Release forms
15. The Promoter shall not be responsible for any lost, damaged, delayed, incorrect or incomplete entries for any reason whatsoever. Proof of sending will not be accepted as proof of receipt.
16. The Promoter shall not be responsible for the failure of any technical element relating to this promotion that may result in an entry not being successfully submitted.
17. Responsibility is not accepted for entries lost, damaged or delayed because of any network, computer or cell phone hardware or software failure of any kind. Proof of sending will not be accepted as proof of receipt.
18. The Promoter reserves the right to disqualify any claim if fraud or cheating is suspected, including without limitation, through the manipulation of code or otherwise frequently falsifying data. This applies during the campaign period including after the campaign ends, ie. during the validation and verification process once the campaign ends.
19. No applications from agents, third parties, organised groups or applications automatically generated by computer will be accepted. No incomplete or corrupted entries will be accepted. Entries will only be accepted if they comply with all entry instructions.
20. NOTE: Any attempt to use multiple cell phone details or other tactics to enter or vote more than the stated limit may result in disqualification, and all associated entries and/or votes will be void. Entries or votes generated by script, macro, bot, commercial contest subscription, incentives or other means not sponsored by the Promoter, vote-swapping sites, voting software, entering service sites or any other automated means and entries or votes by any means that subvert the entry/voting process or do not conform to the terms or spirit of these competition rules, will void the entry/votes and may disqualify the entrant.
21. The Promoter may request the Winner’s consent to use any images taken of the Winner for publicity

purposes, without any remuneration being payable. The Winner is under no obligation to agree to such use and may decline or withdraw consent at any time by providing written notice to the Promoter via email to Consumer Affairs at [enquiries@thencc.org.za](mailto:enquiries@thencc.org.za).

22. The Promoter shall have the right to change or terminate the promotional competition immediately and without notice, if deemed necessary in its opinion and if circumstances arise outside of their control. In the event of such change or termination, all participants agree to waive any rights that they have in respect of this promotional competition and acknowledge that they will have no recourse against the Promoter or its agents.
23. In the event that the Prize is not available despite the Promoter's reasonable endeavours to procure the Prize, the Promoter reserves the right to substitute the Prize of equal value.
24. Neither the Promoter, its agents, its associated companies, nor any directors, officers or employees of such, shall be liable for any loss or damage, whether direct, indirect, consequential or otherwise arising from any cause whatsoever, which may be suffered by the participant or the Winner.
25. The judges' decision is final and no correspondence will be entered into.
26. Participation in the promotional competition constitutes acceptance of the promotional competition rules and participants agree to abide by the rules.
27. This promotional competition is in no way sponsored, endorsed or administered by, or associated with Telkom, MTN, Vodacom and Cell C and the participants acknowledge that they are providing information to the Promoter and its agents only and not to telephone networks.
28. All participants in this competition release Telkom, MTN, Vodacom and Cell C from all liabilities and claims arising out of or in connection with this competition and these terms and conditions.
29. The Promoter reserves the right to delete any information uploaded by a participant which the Promoter, in its absolute discretion, believes is illegal, obscene, offensive or defamatory, or infringes the intellectual property rights of a third party, or is otherwise inappropriate for a campaign designed for mass audience entertainment
30. Participants warrant that they have full rights to the images and stories that they upload and that the use of the said material shall not constitute a breach of any third party's copyright or other intellectual property rights.
31. Participants agree that by uploading their "images" and/or stories, they grant permission to the Promoter to use the images or stories or any part thereof, in any and all media for promotional / marketing purposes with no consideration payable to the participants.
32. Participation in this competition constitutes acceptance of these Terms and Conditions.

#### **PRIVACY NOTICE**

This promotion is in no way sponsored, endorsed, administered by, or associated with Meta. By participating, entrants acknowledge that they are providing their information to the Promoter and its agents only, and not to Meta.

All participants release Meta (including Facebook and Instagram) from any liability arising out of or in connection with this competition and these Terms and Conditions.

The personal information collected from participants will be used solely for purposes of administering the competition and related marketing, in accordance with applicable data protection laws, including the Protection of Personal Information Act, 2013 (POPIA). Personal information will not be shared with third parties other than as necessary for the operation of the competition.