

Terms and Conditions

These terms and conditions ("**Terms**") apply to the Whip Up a Masterpiece (the "**Promotion**"). By participating in the Promotion, you will be legally bound by these Terms.

If there is a conflict in these Terms with any other terms whatsoever attached to any other advertising material in respect of the Promotion, these conditions will take precedence.

If you have any queries about the Promotion or these Terms then please contact the Promoter by sending an email to angeldelight@williammurray.co.uk.

The Promoter and the Agency

1. Premier Foods Group Limited of Premier House, Centrium Business Park Griffiths Way, St. Albans, United Kingdom, AL1 2RE is the "**Promoter**".
2. William Murray Communications Limited of 34 - 40 High Street, Wanstead, London E11 2RJ is the "**Agency**" and will be responsible for administering the Promotion and fulfilment of vouchers.

Eligibility

3. The Promotion is open to UK-based food service and education catering professionals aged 18 or over, acting on behalf of a bona fide business or organisation. The Promotion is not open to members of the public, employees, contractors, representatives, agents, officers or directors of the Promoter, its parent companies, subsidiaries, affiliates, marketing agencies, or to any of their immediate family members or persons living in the same household, whether or not related, or to anyone else professionally connected with the Promotion.
4. The Promoter reserves the right to verify the eligibility of any participant or claimant of a voucher. The Promoter may require such information as it considers reasonably necessary for this purpose, which may include proof of purchase, identity, age, residency and address. The Promoter may withhold vouchers while it verifies eligibility.

How to Enter

5. The Promotion opens at 12:00 (midday) on 15 April 2026 and closes at 12:00 (midday) on 31 July 2026 (the "Promotion Period"). No purchase is necessary. All entries into the Promotion

online must be received by the end of the Promotional Period. The Promoter accepts no responsibility for entries that are lost, delayed, incomplete, corrupted or not received by the end of the Promotional Period for any reason. Proof of submission shall not be deemed to be proof of receipt

6. To enter, eligible participants must:
 - a. receive a sample pack (which may be distributed via direct mail, in-person events or related promotional activity);
 - b. prepare a dessert using Angel Delight No Added Sugar Vanilla Whip and optionally using one or more of the following products:
 - i. McDougalls No Added Sugar Vegan Lime Jelly;
 - ii. McDougalls No Added Sugar Vegan Orange Jelly;
 - iii. McDougalls No Added Sugar Vegan Raspberry Jelly;
 - iv. McDougalls No Added Sugar Vegan Strawberry Jelly.
 - c. submit by email an image of the finished dessert together with a short written description of the concept (maximum 200 words), your name, organisation, email address, address for delivery and contact number to angeldelight@williammurray.co.uk.
7. Entries must be received during the Promotion Period to be valid. Proof of sending does not constitute proof of receipt.

Restrictions on entry

1. Each participant may submit a maximum of two (2) entries. All entries must be unique. Duplicate or substantially similar entries may be rejected at the Promoter's discretion.
2. Entries which, in the Promoter's opinion may be deemed offensive, discriminatory, inappropriate, defamatory or which are unlawful will not be accepted and will be disqualified.
3. Entries generated by script, macro, mechanical or other automated means are prohibited and will cause disqualification.

Voucher Incentive

4. All valid entries will receive one £20 One4all digital voucher, subject to verification and the One4all terms and conditions referred to below.
5. Vouchers prizes will be fulfilled by email. Following validation of a winning entry, a unique One4all digital voucher code will be sent by email to the email address provided at the time of entry. It is the responsibility of participants to ensure that the contact details provided on entry are accurate, up to date and capable of receiving emails.
6. Vouchers are issued by a third-party provider, One4all, and must be used in accordance with One4all's applicable terms and conditions, available at: <https://www.one4all.com/digital-terms-conditions>. Vouchers are non-transferable, non-refundable and cannot be exchanged for cash or any alternative. Redemption is subject to One4all's participating retailers and any applicable redemption restrictions set out in One4all's terms and conditions.
7. Once a voucher has been successfully delivered to the email address provided, it shall be deemed received. The Promoter and the Agency accept no responsibility for vouchers which are not received due to incorrect or incomplete contact details, or due to email filtering or security settings outside their control. Lost, damaged or stolen vouchers cannot be replaced.
8. This Promotion is not a competition and does not contain a prize draw.

Charity Partnership Donation

8. Premier Foods Group Limited will donate £20 per valid entry into the Promotion to FareShare (registered charity number 1100051 and SC052672).
9. All valid entries received during the Promotion will count towards the donation.
10. The minimum donation amount to FareShare in connection with the Campaign will be £1,500 (being the equivalent of 75 entries at £20 per entry).
11. The donation will be made by the Promoter independently of the provision of vouchers to participants. FareShare does not endorse the Promotion, the Promoter or any products included as part of the Promotion.

Data Protection and Marketing

12. By submitting an entry, each participant grants the Promoter a perpetual, royalty-free, worldwide, non-exclusive licence to use, reproduce, adapt and publish the submitted content

(including images and descriptions), together with the participant's name and business name, for marketing, promotional and public relations purposes across all media.

13. By entering the Promotion, each participant agrees that any personal information provided by them with their entry may be held and used by the Promoter or its agents (including the Agency) and its suppliers for the purpose of administering the Promotion.
14. Entrants may be requested to take part in non-paid publicity or advertising relating to the Promotion, which may include having their photograph taken for promotional and press purposes. If you do not wish for your personal information to be used for this purpose or, if you wish to limit the amount of personal information that is published, please contact: angeldelight@williammurray.co.uk.

Limitation of Liability

15. Insofar as is permitted by law, the Promoter, its agents (including the Agency) or distributors will not in any circumstances be responsible or liable to compensate the participant(s) or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up the Voucher except where it is caused by the negligence of the Promoter, its agents or distributors or that of their employees. Your statutory rights are not affected.

General

16. By entering the Promotion, you are agreeing to be bound by (i) these Terms and, to the extent applicable (ii) the Premier Foods Group Limited website general terms of use: <https://www.premierfoods.co.uk/SpecialPages/Legal-Notices/LegalNotices-TermsOfUse.aspx>; and (iii) the Premier Foods Group Limited website privacy policy: [insert link to relevant privacy policy](#). Any entries that do not comply in full with these Terms and the applicable terms set out in this clause will be disqualified.
9. Entries and claims for vouchers which do not include all of the information required will be deemed as invalid.
17. Any decision of the Promoter as to eligibility to take part in the Promotion or the result of the Promotion will be final and no correspondence or discussion will be entered into.
18. The Promoter reserves the right to refuse any entry, claim or award of vouchers and/or refuse further participation in the Promotion and disqualify a participant where it believes there has been a breach of these Terms, the spirit of the promotion, any instructions forming part of this Promotion's entry requirements or otherwise where a participant has gained unfair advantage

in participating or claimed using fraudulent means. The Promoter's decision will be final in this regard. The Promoter also reserves the right to block use by participants of virtual private networks ("VPNs") to access the Website or, to submit entries into the Promotion in the event the Promoter suspects that VPNs are being used for fraudulent reasons or, for any other reason, in its sole discretion.

19. The Promoter accepts no responsibility for entries that are late, delayed, incomplete, lost, damaged, incorrectly submitted, are unreadable or misdirected, whether due to error, omission, alteration, tampering, deletion, theft, destruction, transmission interruption, communications failure, non-availability of the website, technical malfunction, systems, satellite, network, server, computer hardware or software failure of any kind, or any other reason.
20. The Promoter accepts no responsibility or liability for (a) any codes, entries or notifications which are not received due to the use of incorrect or inaccurate entry information, any faulty or failed electronic data transmissions, or for any other reason; (b) any unauthorised access to, or theft, destruction or alteration of entries at any point in the operation of the Promotion; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers used in any aspect of the operation of the Promotion; (d) inaccessibility or unavailability of any network or wireless service, the Internet and/or any website; or (e) any injury or damage to any person's computer(s) or mobile device(s) which may be related to or result from any attempt to participate in the Promotion or to download any materials in connection with the Promotion.
21. The Promoter reserves the right to delay, postpone or cancel the Promotion in the event of circumstances outside its reasonable control, which it considers necessary.
22. The Promotion and these Terms are subject the laws of England and Wales. Any disputes must be referred to the English courts.

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