

Willie Smith's Tasmanian – Pint of Gold 2025 Promotion - Terms & Conditions

1. Promoter

Willie Smith's Tasmanian (ABN 90 161 462 308) of 22 Lollara Road, Grove TAS 7109.
Phone: (03) 6266 4339

3. Promotion Period

Start: 10 November 2025 at 2:00pm AEDT **End:** 28 February 2026 at 5:00pm AEDT

Entries submitted outside this period will not be accepted.

4. Participating Venues

A participating venue is any pub, bar, restaurant or bottle shop in Australia that stocks the specially marked suite of Willie Smith's promotional products and is listed on the Pint of Gold venue map available at www.williesmiths.com.au/pint-of-gold.

5. Eligibility

Entry is open to Australian residents aged 18 years or older from Victoria, New South Wales and Queensland. Proof of age will be required prior to awarding any prize. Employees (and their immediate families) of the Promoter, participating venues, and companies directly involved in the conduct of the promotion are ineligible to enter.

6. How to Enter

There are two parts to this promotion — Instant Win prizes and a Major Prize draw. To enter, eligible participants must, during the Promotion Period:

1. Purchase a pint of Willie Smith's Gold Cider in a participating venue, and
2. Scan the QR code in venue or visit www.williesmiths.com.au/pint-of-gold;
3. Complete the online entry form; and
4. Spin the digital wheel for an Instant Win chance. All valid entries will automatically be entered into the Major Prize draw.

A valid proof of purchase may be requested to verify eligibility.

7. Entry Limits

- Only one entry per qualifying transaction.
- A maximum of one entry per person per day.
- Entries must be submitted in the entrant's own name.

8. Instant Win Prizes

- Instant prizes include Apple Shed vouchers and Willie Smith's website vouchers.
- Instant prizes also include 8 x double passes (Golden Tickets) to the Taste of Summer, held in Tasmanian 27th December 2025- 3rd January 2026.
- Winners are determined via randomised computer draw at the time of entry.
- Winners will be notified instantly on screen and by email within 24 hours, including instructions on how to claim.
- Instant win prizes are not transferable and cannot be redeemed for cash.



9. Major Prize

The 'Tassie Weekend Prize' includes:

- Return economy flights for two people from the winners nearest Australian capital city to Hobart, Tasmania;
- Two nights' accommodation in Hobart, Tasmania;
- A private tour and tasting at Willie Smith's Apple Shed;
- Free time to explore the famous Salamanca Markets; and
- Dining and transport allowance.

Approximate total major prize value: \$5,000 (AUD).

Travel must be taken on dates agreed with the Promoter. If the winner is unable to travel, the prize will be forfeited and a redraw may occur at the Promoter's discretion. Travel insurance and spending beyond the stated allowance are at the winner's expense.

10. Prize Pool

The total prize pool is valued at up to **\$15,000 AUD**.

11. Draw and Winner Notification

- Winners of the instant prizes will be notified via email immediately at the time of entry.
- Golden Ticket passes to the Taste of Summer Festival in Hobart will be part of the Instant Win Prize pool from 10th November-10th December 2025. It is the responsibility of the winners to book their own travel arrangements and accommodation for this prize, the Promoter does not take any responsibility, other than to provide the complimentary tickets.
- The Major Prize draw will take place at Willie Smith's, 22 Lollara Road, Grove TAS 7109 on **3 March 2026 at 10:00am AEDT** via a randomised computer draw.
- The winner will be contacted directly via phone and/ or within three (3) business days.
- The Major Prize winner's first initial, surname, and state will be published on the promotion website by **6 March 2026**.

12. Unclaimed Prizes

If a Major Prize is unclaimed by **13 March 2026**, a redraw will occur on **16 March 2026 at 10:00am AEDT**. The winner will be notified by phone within three (3) business days.

14. Liability

Except for any liability that cannot be excluded by law, the Promoter is not responsible for:

- any technical malfunctions affecting entry or participation;
- any loss, damage or injury (including indirect or consequential loss) suffered or sustained in connection with the promotion or any prize.

15. Privacy

By entering, entrants agree that the Promoter may collect, store and use their personal information for the purpose of conducting this promotion and for marketing communications in accordance with the Promoter's Privacy Policy, available at www.williesmiths.com.au/privacy-policy. Entrants may opt out of marketing communications at any time.

16. Permits

- NSW Authority Number: TP/04703

