

Get on board the Mount Gay Rum Incentive

AND BE IN TO

WIN
A TRIP TO

BARBADOS



Your unique opportunity to travel to Barbados, the birthplace of rum, learn from the masters of the craft and contribute to the legacy of the world's oldest rum.



Promotion Dates:
1 October - 30 November 2015

PRODUCT OF BARBADOS
for MOUNT GAY DISTILLERIES
ORIGIN GUARANTEED

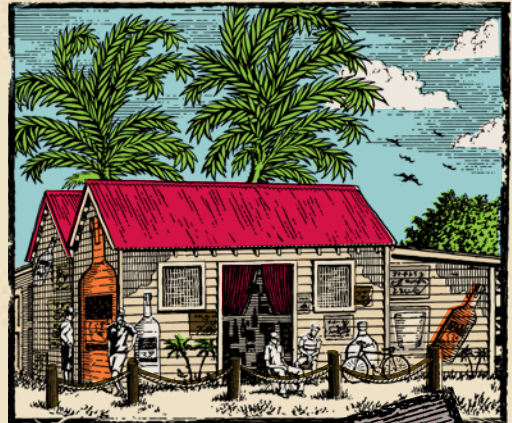


Sign up for the Mount Gay Barbados Promotion be in to win a fantastic trip to the home of the world's oldest rum.

TWO TRIPS TO BEAUTIFUL BARBADOS TO BE WON!

Trip date: April 2016

Escorted by Hancocks, the two winners will fly to Barbados the home of Mount Gay Rum. There you will visit the Mount Gay Distillery and participate in a Black Barrel blending session and distillate selection. Immersed in the full Bajan culture, you will enjoy Bajan food matched with rum and visit key tourist sights on the island. From Barbados you will fly to USA, with a one night stop-over in Miami where you will have the opportunity to experience the night-life.



Please Note: One trip per winning store to be taken by the owner - or manager with owner's consent.



MOUNT GAY TRADE INCENTIVE TRIP TO

BARBADOS



MECHANICS:

Entry Requirement: To enter the draw, 7 cases (actuals) of Mount Gay Rum must be purchased during the promotional period. Two of these cases must be Mount Gay Black Barrel.

How to earn BONUS entries into the draw. The more entries, the more chances you have to win!

Bonus Entry 1: Every EXTRA case of Mount Gay Rum purchased during the promotional period is counted as an additional entry.

Bonus Entry 2: Floor display counts as 10 Entries per month. Photographic evidence* showing at least 5 cases on the floor must be provided. 20 possible entries.

Bonus Entry 3: Stores that achieve 10% or more growth on sales into store on the same period prior year (PY minimum 10 actual cases) instantly gain 10 entries.**

Bonus Entry 4: Stores that DISPLAY* 6 or more different Mount Gay Different Skus gain 10 entries (total).

Bonus Entry 5: Evidence* of use of social media to promote Black Barrel instantly gains 10 entries (total).

*Where evidence is required, please work with your Hancocks rep to provide photos of your floor display, Sku display and a screen snapshot of either your Facebook page or email out.

** If store was not trading or did not purchase a min of 10 cases in 2014 , they do not qualify for this bonus entry point.

Promotional Sales Period

1 October – 30th November 2015

Trip to take place in April 2016



Points to Note

- Two Trips to be won. One trip per store to be taken by the owner or manager with the owner's consent.
- The competition is open to any store in New Zealand.
- Entries must be in by 22 September 2015 and be on an official entry form.
- Winners must be able to travel in April 2016.
- The trip will be escorted by a Hancocks representative.
- For the full Terms & Conditions, please see the entry form.

CONSUMER PRIZE

A National 'Txt to Win' Consumer Promotion on Necktags will run at the same time to drive sales.

Mechanic:

A national promotion to win a trip to Great Barrier Island for 6 people. For every unique entry, \$5.00 will be donated by Mount Gay Rum to Sustainable Coastlines.



Crafting *Original* Spirit
for over 300 years

MOUNT GAY THERE'S A TIME AND A PLACE
Est. 1703 Barbados Rum

Account Registration Form

Store Name:

A/C No:

Contact:

Email Address:

Tel:

Physical Address:

Supplier:

Rep Name:

I give my permission for my Mount Gay sales data to be used to assess performance for the purposes of this competition.

Yes, I have read and understood the terms & conditions below (please tick)

Name:

Position:

Date:

Send to jacqueline@hancocks.co.nz or Fax 09 360 7980

Mount Gay Rum Incentive 2015: Terms and Conditions of Entry - OFF PREMISE

1. The Store and Store staff authorise the Promoter to use the name of the Store and Store staff and any brands used in connection with the Store for the purposes of promoting the major prizes or Mount Gay Rum, without any further payment, consideration or notice. It is a condition of entry that in order to claim a prize, the winner of any prize must agree to execute and/or obtain any necessary consents, waivers and releases to effect this.

2. The details on how to enter and all promotional material form part of these terms and conditions.

3. Entry into this Promotion is evidence of the full and unconditional acceptance of the Store of these terms and conditions. It is a condition of entry that prize winners may be required to sign acceptance of these terms and conditions prior to claiming any prize.

4. The promoter is Hancocks Wine, Spirit & Beer Merchants Ltd (Promoter), 318 Richmond Road, Grey Lynn, Auckland, New Zealand.

5. The promotional period for this Promotion commences on 1 October and concludes on 31 November 2015 (Promotional Period).

6. To be eligible to win the Promotion prizes, individuals must comply with the eligibility requirements set out at condition 7 of these terms and conditions. Employees of the Promoter or the Promoter's associated agencies or companies directly involved in the Promotion (as determined by the Promoter) and their immediate family members are ineligible to participate.

7. Entry into the Promotion is open to any store in New Zealand that completes and submits a Promotion Entry Form according to condition 8 of these terms and conditions (Store).

8. To enter, eligible persons must call 0800 699 463 for an entry form or request an entry form from a Hancocks rep. Registration must be by 30 September 2015, and may be:

- (a) Sent via post to: Mount Gay Rum Incentive Trip, PO Box 47-191 Ponsonby, Auckland; or
- (b) Given to a Hancocks rep.

9. Where there are multiple stores purchasing under one combined account, the number of entries will be divided by the number of trading stores purchasing on the account during the promotional period.

10. The Promoter accepts no responsibility for lost, late, damaged, illegible or incomplete entries, all of which will be void at the sole discretion of the Promoter.

11. All entries will be collected and held by and become the property of the Promoter.

Personal information collected as part of the Promotion will only be used in connection with the Promotion and will be destroyed at the end of the Promotion. Stores and Store staff may access and correct their personal information held by the Promoter by contacting, Hancocks Wine, Spirit & Beer Merchants Ltd, PO Box 47-191 Ponsonby, Auckland.

12. Each entry received within the Promotional Period will be judged individually based on the satisfaction of the threshold requirements set out in condition 13 and the entry systems set out in conditions 14 and 15.

13. Entrants must satisfy the following threshold requirements:

(a) Those Stores that buy Mount Gay Rum from sub-distributors must provide written authorisation to the Promoter that their sales information may be accessed by the Promoter for the purposes of the Promotion. Personal information such as sales information collected as part of the Promotion will only be used in connection with the Promotion and will be destroyed at the end of the Promotion. Stores and Store staff may access and correct their personal information held by the Promoter by contacting Hancocks Wine, Spirit & Beer Merchants Ltd, PO Box 47-191 Ponsonby Auckland.

(b) The person travelling must have a valid passport by 30 January 2016.

(c) To qualify stores must also purchase a minimum of 7 cases of Mount Gay Rum (two of which must be Black Barrel 700ml) during the promotional period.

14. To earn BONUS entries into the draw.

a) Bonus Entry 1: Every EXTRA case of Mount Gay Rum purchased during the promotional period is counted as an additional entry.

b) Bonus Entry 2: Floor display counts as 10 Entries per month. Photographic evidence* showing at least 5 cases on the floor must be provided. 20 possible entries.

c) Bonus Entry 3: Stores that achieve 10% or more growth on sales into store on the same period prior year (PY minimum 10 actual cases) instantly gain 10 entries.**

d) Bonus Entry 4: Stores that DISPLAY* 6 or more different Mount Gay Different Skus gain 10 entries (total). e) Bonus Entry 5: Evidence* of use of social media to promote Black Barrel instantly gains 10 entries (total).

*Where evidence is required, provide photos of your floor display, Sku display and a screen snapshot of either your Facebook page or email out.

** If store was not trading or did not purchase a min of 10 cases in 2014, they do not qualify for this bonus entry point.

15. The 2 winning Stores will each receive a major prize, which is to be taken by the Store owner (or Store manager with the written consent of the Store owner). The 2 major prize packages each consist of a trip for 1 person to Barbados, and a 1-night stop over in USA in April 2016.

16. The 2 major prizes each consist of:

- (a) Economy class flights including taxes, from Auckland to Barbados via USA;
- (b) 4 nights' accommodation; food and internal transport;
- (c) All expenses paid for while the major prize winner is visiting Barbados & USA;
- (d) Economy class flight from Barbados to Auckland via USA;
- (e) If the winner should be from out of Auckland, return economy flights from the winner's nearest city to Auckland will be paid for.

17. Unless otherwise advised, all other costs relating to the 2 major prize packages including, but not limited to, passport costs, taxes, travel insurance, additional activities, beverages, visas (if required) and ancillary costs will be the responsibility of each of the 2 major prize winners. Prize winners may be required to provide a credit card at the time of hotel check-in to cover, among other things, incidentals and other expenses that are not included as part of the prize.

18. Each of the 2 major prize winners must:

- (a) Hold a current passport;
- (b) Be eligible to travel overseas;
- (c) Be eligible to enter USA and Barbados and hold any necessary visas therefore; and
- (d) Be able to travel between 1 April 2016 and 30 May 2016.

If any or all of the 2 major prize winners do not satisfy these conditions, they will forfeit their major prize in its entirety and the judges will select another Store. Each of the 2 major prize winners are responsible for compliance with health or any other government requirements. Each of the 2 major prize winners are responsible for enquiry about local issues and conditions at the destination prior to travel.

19. All judging will take place at the Hancocks office during the second week of December. You will be notified of the date and time of the prize draw. The winning Store will also be announced on the Hancocks website, and via by phone, post or email. The name of the winning Store may be announced by press release.

20. Each prize must be taken as stated and no compensation will be payable if a prize winner is unable to use the prize as stated. The prizes are not negotiable or transferable, and may not be redeemed for cash or other goods or services. There can be no changes made to travel arrangements once tickets are issued. The major prize winners will not accrue membership rewards points on the major prizes' travel or accommodation.

21. The judges' decisions are final and binding in all matters relating to this Promotion, and absolutely no correspondence will be entered into.

22. Any tax liability as a result of accepting any prize is the responsibility of the prize winners.

23. To the fullest extent permitted by law, the Promoter and its agencies will not be liable for any loss or damage whatsoever (including but not limited to direct or consequential loss) or for any personal injury or death or loss of, or damage to property that is caused or sustained in connection with the Stores' participation in the Promotion or a prizewinner's receipt or use of any part of the prizes, or for any personal injury suffered during the course of the prize winning travel.

24. The Promoter reserves the right to any or all parts of the Promotion at any time. In such event the Promoter reserves the right to award the prizes at random from among the eligible entries received up to the date of cancellation.

25. The appropriate permission from the owner of the Store must be obtained prior to the entry form being submitted. The Promoter accepts no responsibility if such permission is not obtained from the Store owner.

26. The Promoter reserves the right in its sole discretion to disqualify any Store that the Promoter has reason to believe has breached any of these terms and conditions, or engaged in any unlawful or other improper conduct calculated to jeopardise the fair and proper conduct of the promotion. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.

27. The Promoter will use its best endeavours to provide the prizes. If the prizes, or items that are included in a prize are unavailable for whatever reason, the Promoter reserves the right to substitute the prizes or items for prizes or items of equivalent value and nature.

28. If all or any part of any term or condition contained in these terms and conditions shall be declared or become unenforceable, invalid or illegal for any reason, such term or condition (or part thereof) shall be deemed severed from these terms and conditions to the extent of the unenforceability, invalidity or illegality and the other terms and conditions hereof shall remain in full force and effect as if the offending term or provision (or part thereof) appearing had not been inserted herein.

29. All stock used for consideration in the Promotion must be purchased from Hancocks (or its direct customers) and show the Hancocks importer statement on the label. Any non Hancocks stock submitted for consideration will result in instant disqualification of the Store (associated Stores) concerned.

30. Any Mount Gay Rum stock purchased by the Store for the duration of the Promotion will not be accepted for credit once the Promotion has been completed.