

**TERMS AND CONDITIONS (“TERMS AND CONDITIONS”) FOR THE MASTER OF SEASONING  
COMPETITION (THE “COMPETITION”)**

**EGYPT**

BY PARTICIPATING, PARTICIPANTS ARE DEEMED TO HAVE ACCEPTED THESE FOLLOWING TERMS AND CONDITIONS. ENTRIES MUST COMPLY WITH THESE TERMS AND CONDITIONS TO BE VALID.

1. This Competition is open to all practicing commercial chefs in Egypt (the “**Territory**”), except for all employees or any individual professionally connected to the Unilever Group of Companies (Unilever N.V., Unilever PLC and all companies in which either Unilever N.V. or Unilever PLC directly or indirectly own or control at least fifty percent (50%) of the voting rights exercisable in general shareholders’ meetings or exercise control over the appointment of a majority of the Board of Directors or other controlling management body).

Unilever Group of Companies’ employees or members of their families, contractors or agents are not eligible to participate in the Competition.

**2. ELIGIBILITY TO ENTER THE COMPETITION.**

- To be eligible to enter the Competition, the participant must be a practicing commercial chef in the Territory.

Unilever reserves the right to verify the eligibility of all participants.

**3. ENTRANCE TO THE COMPETITION AND WINNER (“WINNER”) ANNOUNCEMENT**

- The Competition’s entry period will start on 22 July 2018 and ends on 30 August 2018 and the entry period will be known as the “**Entry Period**”. The final Competition will end on September 7<sup>th</sup> 2018 (“**End Date**”).
- All Participants need to fill out a candidate application form with his/her personal information, as instructed and add the recipe used and a photo of the final dish. This application may found on UFS.com.eg.
- Unilever reserves the right to accept the participant or disqualify any participant once accepted. Unilever has also the right to disqualify a winner if it has reasonable grounds to believe that the participant has breached these Terms and Conditions. Non-compliance with the Terms and Conditions of this Competition will automatically disqualify the winner from availing the prize.
- If the participant is disqualified from the Competition or is unreachable where the participant is a winner, Unilever may at its sole discretion decide what to do with the prize. Any new participant selected in such an event shall be subject to these Terms and Conditions.

- There will be 10 nominees in Egypt to compete for the title of “**Master of seasonings 2018** .5 of those Winners will be invited for a cook off and the final 4 chefs will compete in the mystery box challenge (“**Mystery Box Winners**”).
- The Nominees will be announced on September 10<sup>th</sup>, 2018 on [www.UFS.com](http://www.UFS.com). The Winners will be contacted via phone, SMS or email. The 5 finalists for the cook-off will be announced on September 16<sup>th</sup>. A live coverage on September 18th for the cook-off & the Mystery Box Winners on [www.UFS.com](http://www.UFS.com) and Facebook. The Mystery Box Winners will be contacted via phone, SMS or email.
- Unilever has an exclusive right to reschedule the date it picks any winner.
- All decisions of Unilever in relation to the winner will be final and binding. Unilever shall not engage in any correspondence with the participants in the event of a dispute regarding the winner.

#### 4. COMPETITION OBJECTIVE.

- There are 2 phases of the Competition, which are as follows:
  - I. Masterclass Competition:
    - The participant’s challenge is to take an everyday chicken dish:
      - 1 – which is an innovation on an everyday dish which uses Knorr to enhance its flavor;
      - 2 – present the recipe detailing how the dish has been prepared and cooked; and
      - 3 – detail what has been used to season the dish and how it has been used.
    - Entries will be done digitally on [www.ufs.com.eg](http://www.ufs.com.eg) and there will be a template where all fields will need to be completed for an entry to be considered valid. There will be a shortlist of 10 recipes in Egypt.
    - The shortlists will be announced on or before April 30th and will be chosen as per the following criteria and given marks out of 50 points:
      - Correct & interesting use of Unilever Food Solutions (“UFS”) ingredients (20 points)
        - Use of UFS Chicken product is mandatory (Knorr chicken powder and/or Knorr chicken cubes)
        - Chicken protein is mandatory
        - Cooking and preparation techniques
        - The recipe
      - For extra points (10 points)
        - Using Knorr’s lime seasoning
        - Creativity of the dish and/or level of innovation

- The shortlists will be revealed in the form of a live voting on a SEPARATE portal on www.UFS.com & FB. All recipes will be loaded in the same format by Unilever (after verification with the chefs who created them) to give everybody an equal chance.

## II. Mystery Box Competition:

- At the end of the masterclass all the participants will be challenged with a MYSTERY BOX challenge which will be set by the UFS & Brand Ambassador chefs
- Prizes for the mystery box challenge are:
  - 1<sup>st</sup> place:
    - PR (from Unilever Food Solutions to be the face of the next year campaign)
    - 10000 Egyptian pounds
    - Certificate and/or Trophy
  - 2<sup>nd</sup> place:
    - 8000 Egyptian pounds
    - Certificate and/or Trophy
  - 3<sup>rd</sup> place:
    - 5000 Egyptian Pounds
    - Certificate and/or Trophy

## 5. THE PRIZE.

- The prizes are as detailed above in Clause 4.
- Prize collection details will be communicated to the winner. Unilever shall not be responsible or liable for any late, lost, misdirected notification or for the winner's unsuccessful efforts to claim the prize.
- The prize can be changed or altered by Unilever at any given time at its sole discretion. Unilever reserves the right, at its sole discretion, to provide an alternative prize without prior notice or to change its decision about the winner.
- The prize is non-negotiable, non-transferable and will not be assigned to any other person for any reason whatsoever. All prizes are accepted entirely at the risk of the winner, and Unilever excludes all warranties in connection with the prize to the extent permitted by law.
- Any taxes (including income and withholding taxes) on a prize awarded directly to the winner are the responsibility of the winner as per the tax laws of the Territory.
- If receipts are required to enter this Competition, Unilever reserves the right to keep the original receipt, make a copy of the receipt or mark any receipts used by the participant to enter this Competition.

## **6. WINNING CRITERIA FOR THE PRIZE.**

- By accepting these Terms and Conditions as indicated above, the participant hereby consents to the publication of his or her name in any Unilever magazine and/or newspaper.
- Determination of the winner shall be noted in a document signed by Unilever or its agent/representative. The winner must provide evidence which, to the reasonable satisfaction of Unilever, demonstrates that he or she is the true winner, is eligible to enter this Competition and has complied with these Terms and Conditions.
- The winner agrees to complete and execute any documentation required by Unilever, its representatives and affiliates or anyone on their behalf in order to give effect to their prize, including but not limited to certificate/affidavit of eligibility, publicity release or any other document as requested by Unilever at its sole discretion. Failure by the winner to return completed documents within the time specified by the relevant requests of Unilever or failure to execute any other obligation specified in the present rules or requests of Unilever may result in disqualification and the prize being awarded to the next participant chosen.

## **7. COMPETITION ENTITIES.**

- This Competition is administered by Knorr brand as represented by Unilever Mashreq Foods (S.A.E)

## **8. INTELLECTUAL PROPERTY.**

- The participant acknowledges that all copyrights, trademarks, logos, and other intellectual property rights in the artwork, graphics, text, video and audio clips and other content on the Competition ("**Content**") are owned by Unilever and the participant hereby agree that he or she will not reproduce or otherwise use any such intellectual property rights, in whole or in part, for any reason whatsoever.

## **9. FORCE MAJEURE.**

- Unilever may cancel, modify or suspend the Competition for causes outside Unilever's reasonable control or by any force majeure including but not limited to actions, regulations, orders, or requests by any governmental or quasi-governmental entity, equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared) fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labour dispute or strike (whether legal or illegal), labour or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other similar or dissimilar cause beyond Unilever's sole and reasonable control. In the event of termination, Unilever reserves the right, at its sole discretion, to determine the winner of the prize from among all non-suspect, eligible entries received from each country up to time of such action using the judging procedure set forth herein.

## **10. LIMITATION OF LIABILITY.**

Neither Unilever nor any of its respective parents, subsidiaries, affiliates, application developers, advertising and Competition agencies, legal and financial advisors, any and all other companies associated with this Competition or any of Unilever's respective officers, directors, shareholders, agents, licensees, licensors and employees (collectively, the "**Released Parties**") are responsible for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for any personal injury, loss or damage suffered or sustained (even caused by negligence) in connection with accepting or using the prize or participating in this Competition, except for any liability which cannot be excluded by law. Unilever is not responsible for any defected, lost or stolen prize or the misuse of the prize.

Each participant accepts the conditions stated in these Terms and Conditions, and agrees to be bound by the decisions of Unilever and warrants that he or she is eligible to participate in this Competition. The participant agrees, except to the extent that any personal injury or death is caused by the Released Parties' negligence or breach of these Terms and Conditions, that the Released Parties shall not be responsible for any claims, losses, liability, and damages of any kind (including reasonable attorney's fees and expenses) asserted against any of them, incurred, sustained, or arising in connection with the use, acceptance or misuse of any entry material, or while preparing for, participating in, and/or travelling to or from any Competition related activity including without limitation any injury, damage, death, loss, accident to person or property, or from the respective participant's breach of any agreement or warranty associated with this Competition, including these Terms and Conditions. Any attempt to deliberately damage any website or undermine the legitimate operation of this Competition is a violation of criminal and civil laws and, should such an attempt be made, Unilever and each of their licensees and representatives reserve the right to seek damages or other remedies from any such person(s) responsible for any such attempt to the fullest extent permitted by law.

## **11. INDEMNITY.**

The participant will indemnify and hold Unilever, their subsidiary and affiliate entities and the employees, officers, directors and representatives of each harmless (including costs and attorney's fees) from any claim or demand made by any third party due to or arising out of access to or use of the Competition, the violation of the Terms and Conditions, or the infringement of any intellectual property or other proprietary right, by the participant or any third party using the participant's account. The participant's obligation under this indemnity may not be offset against any other claim.

All entrants release from, and indemnify Unilever against, all liability, cost, loss or expense arising out of acceptance of the prize or participation in this Competition including, but not limited to, personal injury and damage to property and whether direct or consequential, foreseeable, due to some negligent act or omission or otherwise.

## 12. AMENDMENTS.

Unilever reserves the right at its sole discretion, without any prior notice, to suspend, cancel, terminate or modify any feature of the Competition including, but not limited to, content, hours of availability, and equipment needed for access or use without advance notice and to recommence the Competition in its sole discretion and upon Terms and Conditions deemed reasonable by Unilever.

## 13. PRIVACY.

The data controller is: Unilever UK Limited, Unilever House, Springfield Drive, Leatherhead, KT22 7GR and contact can be made through [data.protection@Unilever.com](mailto:data.protection@Unilever.com). Unilever's privacy policy is available at <http://www.unilever.com/resource/privacypolicy/>. Personal information will be used by Unilever only in connection with this Competition as provided in these Terms and Conditions. Participants have the right to access, withdraw, and correct their personal data. Participants may request such action by emailing: [data.protection@unilever.com](mailto:data.protection@unilever.com).

## 14. MISCELLANEOUS.

- By entering this Competition, the participant represents, warrants and agrees that he or she has read and understood these Terms of Conditions and the Privacy Policy and agrees to be bound by them. Noncompliance with the Terms and Conditions of this Competition will disqualify the participant from availing the prizes.
- By entering this Competition, each participant agrees that his or her personal data received by Unilever in accordance with the provisions of these Terms and Conditions may be processed for the Competition.
- The winner of this Competition hereby grants Unilever and its licensees, respective affiliates, Competition partners, and third party marketing entities, at no cost and without the need of any of the winners authorisation, the unconditional perpetual right and authority to publish and broadcast anywhere in the world at any point in time, for any purpose in association with this Competition and in any publicity and public relations about the Competition and media (including internet sites, mobile, television, radio and press) ("**Competition Publicity**"); their name, image, photograph, video footage or audio record taken of them (where applicable), biographical data, testimonial, or other likeness and/or prize information or personal exposition (and/or any edited portion thereof). By entering the Competition, the winner agrees to appear in all necessary media coverage related to this Competition.
- Unilever will not hold any responsibility in respect thereof following the delivery of the prize.
- All entries become the property of Unilever. By entering this Competition, each participant consents to the personal information they submit with their entry being used for the primary purposes of: administering this Competition, passing on information to related entities and to enter into a database for future promotional, marketing and publicity activities of Unilever or the Unilever Group. Unilever regards the security of its personal information as a priority however, cannot guarantee the security of personal information provided.

- By registering your details, the participant agrees that he or she is happy for his or her submitted details to be stored and used by Unilever to keep him or her informed about Unilever promotions, products and news. The participant understands that his or her details will not be passed on or sold to any other third party without his or her prior knowledge and consent.
- Each participant hereby acknowledges and agrees that the relationship between the participant and Unilever and its affiliates is not a confidential, fiduciary, or other special relationship, and that the participant's decision to participate in the Competition does not place Unilever and its affiliates in a position that is any different from the position held by members of the general public with regard to elements of the participant's participation, other than as set forth in these Terms and Conditions.
- By registering and participating in this Competition, the participant accepts that any dispute in relation to their participation in this event will be subject to the laws of the the Arab Republic of Egypt and the participant agrees to submit to the exclusive jurisdiction of Alexandria Courts.
- If any provision of these rules is invalid under the laws, rules or regulations of a particular country, it will only apply to the extent permitted and adjusted as legal to satisfy Unilever's objectives. In addition, participants are required to abide by the applicable laws, rules and regulations of the participants' country of residence as they may pertain to participation in this Competition.