

## **TERMS & CONDITIONS**

### **RECIPE COMPETITION – CHEESE UP YOUR LIFE**

The company SOPEXA SA, through its branch based in London is organizing for Cheese Up Your Life, a virtual contest that will take place in United Kingdom (Northern Ireland) to promote European Cheeses and which will be governed by the following terms and conditions:

**1. Purpose:** The purpose of this recipe contest is to promote the European cheese of four countries: United Kingdom (Northern Ireland), Ireland, Denmark and France. Entrants should show us their love for cheese by developing an innovative, inspiring and delicious recipe, using cheese as a key component.

**2. Participation:** This contest is free to enter and open to cheese-loving food bloggers and chefs who are 18 years or older at the start of the competition and wish to participate in the recipe contest.

There are 2 categories:

1/ Food bloggers - a food blogger will be considered as an individual owner of a blog, an Instagram, a Pinterest Facebook or a Twitter account (no minimum follower requirement necessary)

2/ Chefs - a chef will be considered as a person who earns their living principally from cooking, this also includes individuals currently in training at catering colleges or those in apprenticeships (a blog, Instagram, Pinterest, Facebook or Twitter account is required to enter - no minimum follower requirement is necessary).

The organizer will consider as a competition entrant any person who has submitted their recipe to the Dairy Council for Northern Ireland website, thus accepting all the terms and conditions of the contest, including that the decision of the judges is final. The competition entrant also agrees to be present at the local award ceremony in Belfast on 23<sup>rd</sup> May 2017 and attend a dinner and symposium in Brussels, Belgium on the evening of 7<sup>th</sup> June (with travel from Northern Ireland on the morning of the 7<sup>th</sup> June) and for the whole day of 8<sup>th</sup> June 2017 (returning to Northern Ireland on the evening of the 8<sup>th</sup> June). All travel and accommodation for the Brussels' event will be arranged and paid for by the organisers. The winner may be required to speak about their recipe at the event in Brussels and to take part in a short video, in addition to social media and post-competition communications and marketing activity.

An individual may submit more than one entry. Entrants to the competition must be resident in UK (Northern Ireland). Entrants must have a valid passport for travel to and from Brussels on 7<sup>th</sup> and 8<sup>th</sup> June 2017.

**3. Date and place:** The competition will open at 9:00am on March 15<sup>th</sup>, 2017 and the closing date is 5:00pm on April 14<sup>th</sup>, 2017. Entries should be submitted through the Dairy Council for Northern Ireland's website [www.dairycouncil.co.uk](http://www.dairycouncil.co.uk)

#### **4. Procedure, rules of participation and prizes:**

A food blogger or chef meeting the criteria set out in point 2 may participate by responding to the competition challenge through the Dairy Council for Northern Ireland's website [www.dairycouncil.co.uk](http://www.dairycouncil.co.uk)

The recipe should use cheese as a key component, be innovative and delicious

The cheese used must be a European cheese from at least one of the countries listed above and be made from cow's milk.

Although it is permissible to refer to types of cheese, reference to brand names is NOT permitted.

The entrant should submit his or her recipe to the Dairy Council for Northern Ireland's website [www.dairycouncil.co.uk](http://www.dairycouncil.co.uk). The entry should include a photograph of the dish along with the recipe name and a brief explanation of:

- a list of ingredients and the method of preparation
- why cheese is important in the dish and why the recipe couldn't work without cheese ( max. 150 words)

The participant must provide contact information: first name, surname, blog name (or Instagram, Pinterest, Facebook or a Twitter account name), email address and phone number.

Each participant is solely responsible for the content and photographs that he or she is sending and guarantees that he or she is the author or has the necessary rights and permissions from the author or owner for his or her use. The organisers of the competition accept no liability for any claim for infringement of intellectual or industrial property rights or photo rights.

Between April 14, 2017 and May 5, 2017, the jury of 3 persons made up of a food writer, food technologist, and a representative the Dairy Council for Northern Ireland will choose the winning recipe in each category, according to the following criteria:

- (i) presentation of the dish
- (ii) originality and creativity
- (iii) the taste of the recipe
- (iv) best combination of ingredients
- (v) explanation and description of recipe
- (vi) use of local products or techniques
- (vii) general overall impression

The winner of each category will receive €1000

**5. Announcement of winners and award of prizes:**

An award ceremony will take place in Belfast on 23<sup>rd</sup> May 2017 at which the winners will be announced and prizes awarded.

**6. Photo rights and assignment of intellectual property rights:**

If selected as a finalist, the participant transfers to Sopexa / Dairy Council for Northern Ireland and 'Cheese Up Your Life' any intellectual property rights of the recipe and the photograph, without receiving any compensation.

Similarly, a finalist expressly authorizes Sopexa / Dairy Council for Northern Ireland and 'Cheese Up Your Life' to publish the recipe and the photograph, with or without his or her name, on the contest website and to reproduce and compile it with other recipes in a cookbook in paper or digital format for further distribution. He or she also allows the picture and the recipe to be stored and shared on social networks by any participant in the contest, without receiving any remuneration in exchange. The organizer is exempt from any liability arising from the use that is external to the application.

**7. Exclusions, restrictions and permissions:**

Owners, employees and family members of the organizer and entities related to the competition cannot participate in the contest.

The organizer reserves the right to avoid speculative or commercial practice relating to the Contest, including through legal or other means at its convenience. Similarly, it reserves the right to disqualify any participant from the contest acting in a manner contrary to the rules or attempting to alter the results of the contest or hinder its proceedings. It also reserves the right to any verification, before dispatch of the prizes, identity of participants and voters

The organizer reserves the right to extend the competition by communicating well in advance on the Dairy Council for Northern Ireland website and indicating the new deadline in force. It also reserves the right to modify or cancel the contest, if duly justified. The organizer undertakes to communicate, well in advance, about the new regulations or new general terms and conditions or, where applicable, the final cancellation, through the medium of communication used at the time of publication of the contest.

The organizer will not be held responsible for any adverse impact (unable to register a participant, etc.) related to a malfunction of the computer or electrical network due to natural external factors (including adverse weather conditions or technical failure of the ISP). It will also not be responsible for problems related to mail service.

**8. Protection of personal data:**

Each participant, while agreeing to transmit his personal data, expressly authorizes the SOPEXA SA (BRANCH IN London) / Dairy Council for Northern Ireland and their agents, and the 'Cheese Up Your Life' to manage and process the data in an automated manner, by incorporating it into a computer file of which they will be both owners and managers. This data will be used in the contest to send, where appropriate, to manage the dispatch of communication or further information through future promotions organized by SOPEXA/ Dairy Council for Northern Ireland, by all means of communication, including email.

The participant may at any time exercise his right of access, rectification, cancellation and opposition of his data by requesting in writing to the holders of the file: (i) SOPEXA, S.A, (London) (ii) Dairy Council for Northern Ireland

**9. Communication about the Contest:**

The various actions will be communicated via Twitter/Dairy Council for Northern Ireland website [www.dairycouncil.co.uk](http://www.dairycouncil.co.uk).

**10. Disputes:**

In the event of disputes and disagreement on the application and interpretation of these regulations, the organizer will decide any question relating to the application of this Regulation. In the absence of specific information provided for by the regulations and alternatively by country law, the applicable law will be the law of the country in which the case arises.

**11. Acceptance of the Regulation:**

Participation in the competition implies full acceptance of these rules.