

1. Information on how to enter and prizes form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions.
2. Promotion commences at 12:01am (AEST) on 1st October 2011 and closes at 11:59pm (AEST) on 16th January 2012 (Promotional Period). The promotion will be conducted in individual participating retail outlets Australia wide (Participating Outlets). These Terms and Conditions apply to each Participating Outlet except where context indicates otherwise.
3. Entry is only open to residents of Australia.
4. The directors, management and employees (and their immediate families) of the Promoter, its related entities, printers, suppliers, providers and agencies whom are directly associated with the conduct of this promotion are ineligible to enter the promotion.
5. Entry into the promotion is via:
 - (a) purchase of specially marked BRITA Water Filter Jug (Eligible Product) from a Participating Outlet in Australia carrying the BRITA “Free The Natural Taste” Promotion during the Promotional Period
 - (b) completing online entry form on winwithbrita.com.au with unique competition ID and barcode during Promotional Period.
6. Multiple entries permitted, subject to the following:
 - (a) multiple Eligible Product purchases from Participating Outlets during the Promotional Period;
 - (b) a maximum of one entry per product purchasedThere is no limit to the number of entries available in accordance with the entry instructions.
7. Each entrant must retain and may be required to present proof of each Eligible Purchase in order to claim a prize. An entrant may be required to provide proof of purchase for all entries made within the required timeframes. Failure to provide these to the Promoter upon request may result in all entries of that Entrant being ineligible and deemed invalid. Proof of purchase includes showing the original and providing a photocopy of the store receipt.
8. Entry into the promotion provides entry into the National Main Prize and Participating Outlet In-Store Minor Prize.
9. The Promoter reserves the right, at any time, to verify the validity of entries and entrants and to disqualify any entrant whose entry is not in accordance with these Terms and Conditions, or who tampers with the entry process. Errors and omissions may be accepted at the Promoter’s discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
10. The Main Prize is a seven (7) night Italian Cooking Tour for two (2) people through Rome, Spoleto and Florence Tuscany, Italy. Prize includes airfares, accommodation, culinary course, travel insurance, and specified meals. Prize aspects may be subject to availability. Travel restrictions may apply. Total value of the main prize is \$10,000.
11. The In-Store Prize is a Gourmet Hamper valued at \$100 including delivery. There are a total of 200 in-store hampers to be won. Each participating retail outlet has one in-store prize available to their online entrants. Total value of in-store prizes is \$20,000.
12. The total prize pool is \$30,000 (incl GST).
13. The promotional draws will take place at 12:00pm (AEST) on Tuesday 24th January 2012 at BRITA Water Filter System Distributors Pty Ltd NSW Office: 6/22 Narabang Way Belrose NSW 2085. All prizes will be drawn via electronic random draw.
14. The Main Prize winner will be advertised in The Australian on Saturday 28th January 2012. Winners will be notified in writing.
15. All In-Store Prize winners will be notified in writing via mail or email before Tuesday 31st January 2012.
16. All In-Store Prizes will be dispatched to winners within 28 days of the draw date where possible.
17. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash.
18. The Promoter’s decision is final and no correspondence will be entered into.
19. If any prize is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize with a prize to the equal value and/or specification.
20. A draw for any unclaimed prizes may take place on Tuesday 1st May 2012 at the same time and place as the original draw. Winners, if any will be notified by in writing via mail or email before Tuesday 8th May 2012.
21. Entrants consent to the Promoter using the entrant’s name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
22. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.
23. Except for any liability that cannot be excluded by law, the Promoter (including its officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter’s control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by a winner or entrant; or (f) use of a prize.
24. The Promoter collects personal information in order to conduct the promotion and may, for this purpose, disclose such information to third parties, including but not limited to agents, contractors, service providers, prize suppliers and, as required, to Australian regulatory authorities. Entry is conditional on providing this information. The Promoter may, for an indefinite period, unless otherwise advised, use the information for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the entrant. Entrants should direct any request to access, update or correct information to the Promoter. All entries become the property of the Promoter.
25. The Promoter is BRITA Water Filter System Distributors Pty Ltd. ABN 33 058 740 757. 6/22 Narabang Way Belrose NSW 2085. Tel 1300 557 762.
26. Authorised under NSW LTPS/11/08705, ACT Permit TP 11/03819, VIC Permit No: 11/1981, SA License No T11/1981