



PROMO MECHANICS

Goldilocks stores will be giving away Golden Ticket Cards (peel-apart cards) wherein customers may have a chance to win instant prizes, qualify to an e-raffle, and avail discounts.

A. HOW TO JOIN:

- ❖ Customers may be able to avail one (1) Golden Ticket Card for every P200 in a single receipt purchase with any Coca-Cola Products (including Real Leaf 480ml or Minute Maid Fresh 250ml).
- ❖ Promo is valid for dine-in, take-out transactions and delivery service only.

B. HOW TO WIN: INSTANT PRIZES

- ❖ Each Golden Ticket Card will either bear an icon showing any of the participating products that can be won in the promo:
 - 3 pcs Caramel Popcorn Small
 - 3 pcs Fluffy Mamon
 - 3 pcs Coke in can
 - Classic Polvoron 10's
 - Assorted Polvoron Box
 - Classic Mocha Chiffon 9' round
- ❖ Participants need to peel-off their Golden Ticket Cards. Participants will get a chance to win a prize based on the corresponding freebie icon printed on the coupon. Non winning coupons will not bear any icon of the participating products.
- ❖ Present the winning Golden Ticket Cards to any Goldilocks branches nationwide to claim the prize.
- ❖ Winners will get the free item printed in their matching Golden Ticket Cards.
- ❖ Prizes are transferable but not convertible to cash.
- ❖ Redemption period is good until 60 days from the end of the promo period.

- ❖ There will be a total of ten thousand instant prizes to be given throughout the promo duration.
- ❖ Participants can win more than once. However, they can only use their collected Golden Ticket Cards once to avail the prizes.
- ❖ Only Golden Ticket Cards with authenticated security codes will be honored.

C. HOW TO WIN: E-RAFFLE

- ❖ Each Golden Ticket Card will bear a promo code for the e-affle.
- ❖ Participants need to text their promo code using the keyword:

GOLDILOCKS <code>

Ex. GOLDILOCKS 123GPMZ

(Then send to 5656 for Globe/TM & Sun subscribers, or 5353 for Smart/ Talk N' Text)

- ❖ One-time registration is required for every phone number used. To REGISTER, participants must text:

GOLDILOCKS REG Full name/Age/Complete Address

Ex. GOLDILOCKS REG Rose Reyes/26/18 Chino Roces Ave., Makati City

(Then send to 5656 for Globe/TM & Sun subscribers, or 5353 for Smart/Talk N' Text)

- ❖ Deadline of submission of code as entry is until 11:59pm, October 30, 2016.
- ❖ Participants must be of age 18 and above.
- ❖ Participants can also monitor their entries by texting the keyword **GOLDILOCKS ENTRIES** to number 5656 for Globe/TM and Sun subscribers; or 5353 for Smart/Talk N' Text subscribers.
- ❖ One promo code is equivalent to one e-affle entry. A promo code can only be sent once to earn an e-affle entry.
- ❖ At the end of the promo winner, three participants will be chosen to win the following:
 - 1 winner of a trip to Hong Kong Disneyland
 - Entrance tickets for 4 to Hong Kong Disneyland
 - 4 roundtrip airline tickets
 - 3 days and 2 nights' accommodation for four
 - A total of Php 10,000 pocket money to be shared by the group

- 1 winner of a trip to Universal Studios Singapore
 - Entrance tickets for 4 to Universal Studios
 - 4 roundtrip airline tickets
 - 3 days and 2 nights' accommodation for 4
 - A total of Php 10,000 pocket money to be shared by the group
 - 1 winner of a brand new Toyota Wigo: E M/T (Euro 4)
- ❖ All winners will be drawn in the presence of a DTI representative.
 - ❖ Draw date will be on November 7, 2016; 2pm at Goldilocks Bakeshop, Inc. main office in Shaw Boulevard, Mandaluyong City.
 - ❖ Participants must have a valid passport during the travel period or 6 months after the redemption of prizes and must have no known restriction or prohibition to travel to any of the destination countries within the said travel period. Passport must be at least valid for 6 months during the travel period.
 - ❖ All winners will be notified through registered mail and phone call. Goldilocks will also announce the winners in their official digital assets including but not limited to Facebook, Twitter, Youtube and Instagram.
 - ❖ Winners will be given 60 days from receipt of registered mail to acknowledge the notification and validate their entry.
 - ❖ To claim the prizes, winners will be required to present at least one (1) valid ID and the winning stub from the Golden Ticket Card at the Goldilocks Bakeshop, Inc. main office in Shaw Boulevard, Mandaluyong City. Provincial winners can coordinate at the nearest Goldilocks office as specified in the registered mail.
 - ❖ Winners will have 60 days after the validation of their entries to claim their prizes.
 - ❖ Participants can only win once in the raffle draw. In case a name was drawn more than once he/she gets the prize of higher value.
 - ❖ Travel documents and taxes and other related expenses shall be shouldered by the winners.
 - ❖ Prizes are transferable not convertible to cash.
 - ❖ Awarding of grand prize winners will be held in Goldilocks Bakeshop, Inc. main office in Shaw Boulevard, Mandaluyong City. Awarding will be documented and may be featured as part of Goldilocks' advertising and PR materials. Prizes of provincial winners will be through:

CEBU

Goldilocks Head Office: All Fresh Food Products Inc. c/o Mona Getubig

Address: #25 Crescent Road Cebu Light Industrial Park Barangay Basak, Lapu Lapu City

ILO-ILO

Goldilocks Head Office: Harvest Wheat
Address: IBC Compound, Ungka 1 Pavia, Iloilo

DAVAO

Goldilocks Head Office: Earthgrain Inc.
Address: Lot 8 Block 6 PSD II, South Diversion Road, Buhangin, Davao City

CAGAYAN DE ORO

Goldilocks Head Office: Doughbake
Address: Gamma Foods Compound, Baloy Tablon, National Highway, Cagayan de Oro City

- ❖ Transportation expenses for claiming the prizes will be shouldered by the winners.
- ❖ Travel validity is 6 months from date of redemption or awarding or prize.
- ❖ Goldilocks Bakeshop Inc., reserves the right to use the names, images and videos of the winners for publicity and promotion purposes without further compensation.
- ❖ All employees of Goldilocks Bakeshop Inc., their advertising Agencies, including their relatives up to second degree of consanguinity or affinity are disqualified from joining the promo.
- ❖ Only Golden Ticket Cards with authenticated security codes will be honored.

D. HOW TO WIN: BOUNCE BACK

- ❖ Each Golden Ticket Card will bear any of the following discounts.
 - 7+1 Fluffy Mamon for only Php 140 (save Php 20)
 - Get Php 50 off upon purchase of any Premium Cake (big)
 - Get 5% discount with a minimum single receipt purchase worth Php 300 of Goldilocks products.
 - Get Php 100 off upon purchase of any 12x16 Themed / Greeting Cake
- ❖ These discounts can only be availed on the issuing branch.
- ❖ Participants can only use their Golden Ticket Card once in availing the discounts.
- ❖ Prizes are transferable but not convertible to cash.
- ❖ Redemption period is until December 30, 2016.
- ❖ All employees of Goldilocks Bakeshop Inc., their advertising Agencies, including their relatives up to second degree of consanguinity or affinity are disqualified from joining the promo.