

## Competition Terms and Conditions (T&Cs)

This Competition is being organised and promoted by Malta Dairy Products Limited [C-7833] of Malta Dairy Products, Mile End Street, Hamrun (henceforth, “MDP”).

### 1. Eligibility:

- 1.1. This Competition is open to residents of Malta and Gozo only.
- 1.2. Entrants must be 18 years of age or older at the time of entry for them to be able to participate in this Competition.
- 1.3. Employees of MDP or its affiliates and agencies, their immediate family members, or anyone else directly related or otherwise connected to the Competition are not eligible to participate.
- 1.4. By entering this Competition, submitting their video or otherwise participating in this Competition, participants confirm that they meet the eligibility criteria and that they agree and shall be bound by the provisions of these T&Cs.

### 2. Competition Period

- 2.1. The Competition shall run weekly from **Monday, 2nd March 2026** until **Friday, 27th March 2026** (“Competition Period”), unless it is terminated earlier at MDP’s discretion.

### 3. Entry Requirements

To participate in this Competition, entrants must comply with the following:

- 3.1. Create and submit an original cooking video not exceeding two (2) minutes featuring a recipe or dish prepared by the entrant using “Benna” dairy products as a key ingredient. The video must clearly feature “Benna” dairy products in a natural and visible way during preparation and/or presentation.
- 3.2. Each video submitted shall be related to the specific product designated by MDP for the specific applicable period, which product may change from time to time at MDP’s discretion.
- 3.3. Videos must be submitted and uploaded on MDP’s landing page being <https://www.benna.com.mt/benna-recipe-challenge/>, or on any other hyperlink which might be designated by MDP from time-to-time.
- 3.4. Each submission shall contain reference to the relevant social media profile page/s of the participant, as applicable.
- 3.5. Each participant may submit a maximum of one entry per week.
- 3.6. Late, incomplete, or corrupted entries will not be accepted.

### 4. Content Requirements

All content shall:

- 4.1. Be original, created by the participant, and shall not have been previously published.
- 4.2. Be suitable for a family-friendly audience and shall not contain offensive, violent, discriminatory, defamatory, illegal or inappropriate material;
- 4.3. Be submitted in portrait format (9:16);
- 4.4. Be in English or Maltese.
- 4.5. Be in compliance with these T&Cs;
- 4.6. Not infringe any third-party rights (including copyright, music, images, trademarks) or otherwise include third parties or their logos, brand placements or music without their permission.
- 4.7. Be in a format supported by the applicable social media platform.
- 4.8. Not refer to and/or show other brands which are in competition with “Benna” products or other products manufactured by MDP in general.

MDP reserves the right to disqualify any entry that does not comply with these T&Cs.

## **5. Video Shortlist Selection**

- 5.1. All videos shall be submitted during the dates announced by MDP.
- 5.2. During each week of the Competition Period, MDP shall be free to select 5 videos to upload and post on its own social media platforms, being TikTok, Instagram and Facebook (henceforth, “Weekly Finalists”), typically on a Monday.
- 5.3. Entries will be judged by a panel appointed by MDP on the basis of the following Selection Criteria:
  - (i) Clear visibility of “Benna” branding and products shown in the video.
  - (ii) Incidence of use of “Benna” products.
  - (iii) Visual appeal of the final dish.
  - (iv) Video duration – although videos of up to 2 minutes may be submitted in terms of these T&Cs, videos which are shorter than 1 minute will be prioritised.
  - (v) Adherence to the monthly product.
  - (vi) Adherence to these T&Cs.
  - (vii) Content originality and creativity.
  - (viii) Overall production quality.
- 5.4. Where the video is shortlisted as a Weekly Finalist, the participant shall submit a new video entry should s/he wish to participate in the following week/s’ competition. Where the video is not shortlisted as a Weekly Finalist, MDP reserves the right to roll such videos to the following week/s’ competition.
- 5.5. Judges’ decisions shall be final and cannot be challenged.

## **6. Weekly Winner Selection**

- 6.1. There shall only be one winner for each week of the Competition Period as determined by MDP in terms of these T&Cs.
- 6.2. The Weekly Winner shall be chosen from the Weekly Finalists on the basis of the highest overall mixed score comprising likes, comments, shares and audience reactions on the post/s uploaded by MDP in terms of Clause 5.
- 6.3. Voting for the Weekly Winner closes on Friday of the applicable week at 09:00 a.m., whilst the Weekly Winner will be announced the next day.
- 6.4. If a participant is selected as a Weekly Winner, they agree to make themselves available, if requested by MDP, to provide a photograph or take a photo, which may be used by MDP for the purpose of announcing and promoting them as the Weekly Winner.

## **7. Prizes**

- 7.1. Weekly Winners shall be entitled to receive a “€200 WOLT Market Voucher”.
- 7.2. A random winner per week from the public who votes/engages with the videos will also be chosen by MDP. The random winner shall be entitled to receive a “€50 Benna Products Voucher” redeemable from MDP’s offices.
- 7.3. Prizes are non-transferable and cannot be exchanged for cash, and are, in any case, subject to availability and may be substituted by MDP for prizes of equal or greater value.
- 7.4. It is the responsibility of the Winners to claim their prizes, who shall, in any case, make the necessary arrangements to collect the prizes from MDP’s offices situated at Malta Dairy Products, Mile End Street, Hamrun, or as otherwise directed by MDP. Benna Products Vouchers shall be redeemed within six months from date of issue. MDP shall not be responsible for any expired, lost or otherwise unused vouchers.

## **8. Disqualification**

MDP reserves the right to disqualify any entry or participant that:

- 8.1. Violates these T&Cs.
- 8.2. Is deemed inappropriate or offensive.
- 8.3. Is suspected of any fraud, including but not limited to voting fraud or manipulation through the use of multiple and/or fake accounts.
- 8.4. Submits plagiarised content.

## **9. Usage Rights**

By submitting a video/s or otherwise participating in the Competition, participants agree that:

- 9.1. MDP may use their details including, name, social media handle, video content, images and likeness.
- 9.2. They are granting MDP a non-exclusive, royalty-free, worldwide, perpetual right to use, post, reproduce, edit, publish, display, distribute or otherwise adapt the content for advertising, marketing and promotional purposes across all media platforms.
- 9.3. They are waiving any claims to compensation for the use or non-use of their content.

## **10. Data Protection**

- 10.1. Personal data collected will be used solely for the purpose of administering the competition, including but not limited to contacting the relevant winners, and in accordance with the applicable EU and local legislation.
- 10.2. Participants may request the removal of their data at any time, in which case the participant acknowledges that such shall constitute an automatic withdrawal and resignation from the competition.

## **11. General**

- 11.1. Collusion with other participants is strictly prohibited and may result in immediate disqualification.
- 11.2. MDP reserves the right to amend or cancel the competition at any time and with immediate effect, in which case MDP shall only distribute the weekly winnings applicable until the last full week of the competition in terms of the T&Cs applicable at the time. Any and all provisions of these T&Cs shall be construed to refer to the period when the competition is still ongoing and no participant shall claim any compensation and/or any vested right whatsoever.
- 11.3. MDP accepts no liability for any loss and/or damage resulting directly or otherwise from this Competition or participation in it.
- 11.4. Participants have no claim to any intellectual or other property rights connected to any promotion, which shall be the sole property of MDP. No promotional activity with any third party can be undertaken by any participant using the content of the videos submitted for this Competition without MDP's prior written consent.
- 11.5. These T&Cs shall be exclusively governed by the laws of Malta and shall be subject to the exclusive jurisdiction of the competent Maltese courts.