



### **COMPETITION RULES:**

The promoter is: Reed Exhibitions (Pty) Ltd who own and organises The Fire & Feast Meat & Food Festival, whose office is situated at Reed Place, Culcross on Main Office Park, 34 Culcross Road, Bryanston, Johannesburg, South Africa

This competition is open to individuals over the age of 18 years only. Additional proof of identification may be required by the promoter, if the entrant is unable to provide this, the promoter has sole discretion regarding the participation of the entrant. By entering this competition the entrant agrees and deemed to be over the age of 18 years.

There is no entry fee and no purchase necessary to enter this competition.

No responsibility can be accepted for entries not received for whatever reason.

The promoter reserves the right to cancel or amend the competition and these terms and conditions without notice in the event of a catastrophe, war, civil or military disturbance, act of God or any actual or anticipated breach of any applicable law or regulation or any other event outside of the promoter's control. Any changes to the competition will be notified to entrants as soon as possible by the promoter.

The promoter is not responsible for inaccurate prize details supplied to any entrant by any third party connected with this competition.

No cash alternative to the prizes will be offered. The prizes are not transferable. Prizes are subject to availability and we reserve the right to substitute any prize with another of equivalent value without giving notice.

The promoter will notify the winner when and where the prize can be collected.

The promoter's decision in respect of all matters to do with the competition will be final and no correspondence will be entered into.

By entering this competition, an entrant is indicating his/her agreement to be bound by these terms and conditions.

The competition and these terms and conditions will be governed by law and any disputes will be subject to the exclusive jurisdiction of the courts of South Africa.

The winner agrees to the use of his/her name and image in any publicity material. Any personal data relating to the winner or any other entrants will be used solely in accordance with current data protection legislation and will not be disclosed to a third party without the entrant's prior consent.

Entry into the competition will be deemed as acceptance of these terms and conditions.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or any other Social Network. You are providing your information to Reed Exhibitions (Pty) Ltd and not to any other party.

### **How a winner will be chosen:**

1. The competition will be run across a series of 4 rounds with participants able to withdraw at any stage either during a round or before the next one begins;
2. The chillies will begin at a mild heat and will increase in heat based upon the Chilli Pepper Heat Scoville Scale as the rounds progress;
3. Each contestant will receive 2 x chillies in each round;

4. Contestants will be required to eat the entire chilli: flesh, seeds and membrane, but excluding the stalk;
5. Full-fat cow's milk will be available to all participants to consume for their comfort at any point of the competition, however the consumption of any liquid including the milk provided will result in automatic disqualification from the competition;
6. The winner will be determined by being the last remaining contestant willing to continue in the competition;
7. In the event of a tie, remaining contestants will be given an additional minute to consume as many chillies as possible, with the winner being the individual that consumed the most whole chillies in the time;
8. Contestants may not coat the inside of their mouth with any kind of protective coating and anyone caught doing so will be immediately disqualified;
9. Any contestant that vomits or spits out the chilli before consuming, either during a round or within a one minute period after the round has completed will be disqualified. (Note: This is a family event so should this occur, please do so discretely).
10. Each contestant recognises that excessive consumption of chillies can lead to and/or contribute towards health issues.
11. The promoter has sole discretion to change the terms of this competition at any time and no further correspondence will be entered into.
12. The judge's decision is final.