

Merivale | BIG COLD BEER Promotion Terms

Instructions for Use of Offer Terms

1. Any changes made to the offer may affect the details to be included below.
2. **ARTWORK APPROVAL:** The provision of the below copy does not amount to automatic legal approval of any advertising containing the below copy. Please ensure you send the key visual for this offer to us for legal review.

Offer Terms – for inclusion on OOH

Aust. res. 18+ only. Max one (1) offer redemption per person per day. Purchase a Victoria Bitter pint for \$9 from a participating venue when the temperature reaches 25°C ('offer'). The pricing will be determined by the weather app on the patron's phone, using the venue's suburb. Ends 28/2/26. Not valid with other offer/s. Availability varies from venue to venue. The Promoter (CUB Pty Ltd 76 004 056 106, 58 Queens Bridge Street, Southbank, VIC 3006) reserves the right to cancel or amend this offer at any time. To the maximum extent permitted by law, the Promoter will not be liable for any injury, loss and/or damage arising in any way from this offer, including the acceptance or use of any item supplied as part of this offer. Nothing in these conditions restricts, excludes or modifies any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth). **The Promoter supports the responsible service of alcohol.** Drink responsibly. <https://drinkwise.org.au/>.

Offer Terms – for inclusion on POS

Aust. res. 18+ only. Max one (1) offer redemption per person per day. Purchase a Victoria Bitter pint for \$9 from this venue when the temperature reaches 25°C ('offer'). The pricing will be determined by the weather app on the patron's phone, using the venue's suburb. Ends 28/2/26. Not valid with other offer/s. Availability varies from venue to venue. The Promoter (CUB Pty Ltd 76 004 056 106, 58 Queens Bridge Street, Southbank, VIC 3006) reserves the right to cancel or amend this offer at any time. To the maximum extent permitted by law, the Promoter will not be liable for any injury, loss and/or damage arising in any way from this offer, including the acceptance or use of any item supplied as part of this offer. Nothing in these conditions restricts, excludes or modifies any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth). **The Promoter supports the responsible service of alcohol.** Drink responsibly. <https://drinkwise.org.au/>.

Please confirm the highlighted section. We also recommend specifying which weather app will be used, as different apps may vary. Alternatively, let us know if you're comfortable with the current wording.

POS (Small Materials)



AU18+ only. Ends 28/2/26. Limit 1 offer redemption/person/day. **The promoter supports the responsible service of alcohol.** Drink responsibly. <https://drinkwise.org.au/>. See <https://cubpromos.com.au/conditions> for full T&Cs.

Online/eDM

AU18+ only. Ends 28/2/26. Limit 1 offer redemption/person/day. Drink responsibly. <https://drinkwise.org.au/>. [T&Cs apply.](#)

Online Banner Ad

AU18+ only. Ends 28/2/26. Limit 1 offer redemption/person/day. Drink responsibly. <https://drinkwise.org.au/>. T&Cs apply.

The 'Online Banner ad' copy above may only be used if the banner when clicked will direct users to a website with an easily accessible link to the full terms and conditions for the promotion.

Offer Terms (to host online)

Aust. res. 18+ only. Max one (1) offer redemption per person per day. Purchase a Victoria Bitter pint for \$9 from any venue in Australia displaying advertising for this promotion when the temperature reaches 25°C ('offer'). The pricing will be determined by the weather app on the patron's phone, using the venue's suburb. Ends 28/2/26. Not valid with other offer/s. Availability varies from venue to venue. The Promoter (CUB Pty Ltd 76 004 056 106, 58 Queens Bridge Street, Southbank, VIC 3006) reserves the right to cancel or amend this offer at any time. To the maximum extent permitted by law, the Promoter will not be liable for any injury, loss and/or damage arising in any way from this offer, including the acceptance or use of any item supplied as part of this offer. Nothing in these conditions restricts, excludes or modifies any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth). **The Promoter supports the responsible service of alcohol.** Drink responsibly. <https://drinkwise.org.au/>.