

WIN \$250 INSTANTLY*



UP FOR
GRABS

EVERY HOUR

Grab a snack and **WIN!**



**BUY ANY 28G
- 90G PACK**

FROM PARTICIPATING BRANDS
(SMITH'S, DORITOS, TASTY TOOBS,
TWISTIES, SUNBITES GRAINWAVES,
CHEETOS, BURGER RINGS OR RED ROCK
DELI) AND SCAN QR CODE OR VISIT
WWW.SNACKTOWIN.COM.AU



*Conditions apply

Grab a snack and **WIN!**

WIN \$250 INSTANTLY
UP FOR GRABS EVERY HOUR
 FROM 7AM-11PM SYDNEY TIME 25/09/23-15/12/23

BUY ANY 28g - 90g PACK from participating brands (Smith's, Red Rock Deli, Doritos, Twisties, Cheetos, Burger Rings, Tasty Toobs, Sunbites, Grainwaves). Scan QR code to download the SnackBack App, and create an account to enter for your chance to win.

SCAN HERE

*Conditions apply, see smiths-doritos.com.au for full details and prizes. AU res 18+ only. Download SnackBack App to enter. The App is available to download for free from the App Store and Google Play. Starts 7:00am (Sydney Time) 25/09/23 - Ends 11:00pm (Sydney Time) 15/12/23. Enter between 7:00am & 11:00pm (Sydney Time) each day only. Winners will be notified instantly on the App. Prizes: up to 1312 x \$250 Vault Pays-enabled Prepaid Mastercard (must be activated by 15/02/24). Max 1 entry p/purchase and 1 entry p/day. Max 5 prizes p/entrant (limit 5A). Promoter: The Smith's Snackfood Company Pty Ltd (ABN 31 057 976 940), 799 Pacific Highway, Chatswood NSW 2067. NSW Authority: TP/00653. Permits: ACT TP23/00836. SA 723/849.

How to Play

- Purchase any Participating Product from any retailer within Australia between 25/9/23 – 15/12/23
- Download and register on the Snackback app
- Entry valid between 7:00am and 11:00pm (Sydney Time) daily
- Find out instantly if you've won a Prepaid Mastercard® Gift Card valued at AU\$250

Total Prize Pool: Up to AUD\$328,000.

Buy any 28g - 90g sku from these brands



Participating Products: Any promotionally branded, or non-promotionally branded packs in any flavour variant of the following products:

- Smith's 45g, 80g, 90g
- Burger Rings 45g, 90g
- Red Rock Deli 45g, 80g, 90g
- Doritos 45g, 80g, 90g
- Cheetos 45g, 80g, 90g
- Sunbites Popcorn 28g
- Twisties 45g, 65g, 80g, 90g
- Toobs 35g
- Grain Waves 45g, 90g

Distributor Team Call to ction!

- During October 2023 place a PepsiCo UPU along path to purchase or high traffic area in store
- Key Pack Groups: Immediate Consumption **28g-90g**
- Key Brands Smiths Crinkle, Doritos, Twisties and RRD

Optimum UPU layout

TSSC Code

- 320032634 Shelf 1 – Smith’s Crinkle S&V 45g
- 320023630 Shelf 2 – Smith’s Crinkle Original 45g
- 320003517 Shelf 3 - Twisties Cheese 45g
- 320023577 Shelf 4 –Doritos Cheese Supreme 45g



Contact PepsiCo rep for sleeve
once display has been set up

*not final creative separate header + body wrap

Display UPU Code
VIC/NSW/QLD
PEP0121E
SA/WA
PEP0121W