

# BELGIUM IS THE NEW BLACK

## *What is it?*

A chance to win an amazing Belgian Beer Experience including:

- Tour of the world-famous Palm Brewery at Steenhuffel, just outside Brussels
- Dinner at Palm's Belga Queen Restaurant where the full range of Palm beers is available
- Overnight 3\* hotel stay and Eurostar (second class) there and back

## *How does it work?*

It's dead easy:

1. Take a picture of yourself (selves) in any Draft House (see website for locations [www.drafthouse.co.uk](http://www.drafthouse.co.uk)). You must be drinking a draft Palm or Estaminet beer in the picture.
2. E-Mail the picture to [Belgium@drafthouse.co.uk](mailto:Belgium@drafthouse.co.uk) before 1<sup>st</sup> January 2012. No entries will be accepted after this date.
3. You will receive an automated response asking you to become a fan at [www.facebook.com/DraftHouseUK](http://www.facebook.com/DraftHouseUK). Your entry into the competition is not valid until you have done this.
4. Maarten Broekx (yes, he is Belgian and works for Palm) and Charlie McVeigh (Draft House founder) will judge the best picture and award the prize.
5. The winner goes to Brussels on us and enjoys the various bits and pieces listed at the top.
6. Er, simple as that, really.

## *Consider Yourself One of the Family*

By becoming a fan of the Draft House on Facebook you are also automatically becoming a member of the Draft House Family and may receive e-mail updates about the Draft House from time to time.

We make every effort to make them interesting, amusing and informative - their principle aim is not to sell anything specific - but if the communication makes you think more fondly of us it will have done its job. You can of course unsubscribe / "un-like" at any time.

You will also have the opportunity, in due course, to qualify for various bonkers Draft House Deals, such as free beer tastings.

## *Terms & Conditions*

1. No employee of Draft House, Palm Brewery or SignUpTo may enter the competition
2. The Draft House reserves the right to change the rules of the competition at any time
3. The prize has no monetary value and is non-transferable. If the winner is unable to make use of the prize it will be re-allocated to the next best photographer. The timing of the Prize will be at the discretion of Palm Brewery.
4. Only one entry per customer.
5. The awarding of the prize will be entirely on the basis of the personal opinion of the judges.
6. The winner agrees to be photographed during the brewery tour and during dinner at The Belga Queen and consents to these photographs being used for publicity purposes only by The Draft House and Palm Brewery.
7. By entering the competition you will automatically become a member of The Draft House Family and your email address will be added to The Draft House database and may receive occasional e-mails from The Draft House. You must be a Draft House Family member and a Fan of the Draft House Facebook fan page ([www.facebook.com/DraftHouseUK](http://www.facebook.com/DraftHouseUK)) to enter the competition.
8. Last entries must be in by midnight on 1<sup>st</sup> January 2012.
9. The Draft House and Palm Brewery accept no responsibility for any lost entries.
10. All entrants acknowledge that their submitted image may be used without restriction by The Draft House for marketing purposes and will be posted, if appropriate, on The Draft House Facebook fan page.

All enquiries to [Belgium@drafthouse.co.uk](mailto:Belgium@drafthouse.co.uk).