



Full Terms and Conditions – Coors Coorus Duncan T&C's

These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Claim instructions are deemed to form part of the terms and conditions and by participating all claimants will be deemed to have accepted and be bound by these Terms and Conditions. Please retain a copy for your information.

Promoter

1. Molson Coors Brewing Company (UK) Ltd, Horninglow Street, Burton-on-Trent, Staffordshire, DE14 1JZ (“Promoter”). Do not send entries to this address.

Eligibility

- 2. Promotion is open to residents of the UK aged 18 or over.**
- 3. Employees of the Promoter, its agents, third-party service providers, their immediate families, and anyone professionally connected with this promotion are excluded.**
- 4. Entrants must have a public Facebook account and public or private Instagram account and internet access.**

Promotional Period

- 5. The DM mechanic runs from 20th April to 31st May (“Promotional Period”).**
- 6. The “Beer for a Year” prize draw entry window runs from 20th April to 31st May (“Prize Draw Period”).**

How to Receive the Coorus Video

- 7. During the Promotional Period, DM the word “blue” to @coorsbeer on Instagram or Facebook.**
- 8. Entrants will receive a video from Duncan James approximately 3 hours later. Response times may vary. Response times may vary and may be longer where responses are paused, delayed, or sent manually due to technical or operational issues.**

How to Enter the Prize Draw

- 9. To enter the “Beer for a Year” prize draw, share your Coorus video to your Instagram Story and tag @coorsbeer during the Prize Draw Period.**
- 10. Tagging must be functional/visible to the Promoter for the entry to be valid.**
- 11. No purchase necessary.**
- 12. Maximum 1 entry per person.**

Prize

- 13. 1 winner will receive “Beer for a Year” consisting of: 12 × deliveries of 1 × 24-pack Coors lager (24 × 330ml).**
- 14. Deliveries will occur monthly to a single UK address provided by the winner.**
- 15. Prize is non-transferable and no cash alternative is available.**
- 16. The Promoter reserves the right to substitute a prize of equal or greater value if required.**

Winner Selection & Notification

- 17. 1 (One) winner will be selected at random using a verified computerised system from all valid entries**
- 18. The winner will be contacted by direct message on Monday 1st June 2026 to collect an email address, phone number, proof of age and home address to arrange the prize delivery.**
- 19. If the winner does not respond to the notification of their win within 48 (forty-eight) hours of the initial notification, this will result in their Prize being forfeited and an alternative winner will be selected based on a reserve chosen at the time of the original selection and under the same terms and conditions as the original selection. The new Prize winner will be notified within 1 (one) working day.**

Delivery

- 20. Deliveries will be arranged via the Promoter’s logistics partner to a UK residential address. Proof of age may be required.**
- 21. Returned or undeliverable prizes will be treated as unwanted and may result in reallocation to a reserve winner.**

Data Protection

- 22. Personal data will be processed in accordance with the Promoter’s Privacy Policy at www.molsoncoors.com/privacy-policy.**

23. Data will be shared with authorised third-party service providers for the administration of the promotion and delivery of prizes. The Promoter may use automated messaging to respond to entries and administer the promotion.

24. Entrants may be asked for consent at the point of entry where required.

General

25. The Promoter may disqualify entries that include inappropriate, offensive, or irresponsible alcohol-related content; encourage excessive drinking; breach Instagram's community guidelines; appear to be automated, bulk, or inauthentic.

26. As required by the CAP Code, the Promoter will publish or make available surname and county of major prize winners (unless the winner objects). If a winner objects, the Promoter must still provide details to the ASA or other regulators on request.

27. The Promoter reserves the right to amend, suspend or terminate the promotion where necessary due to circumstances beyond its reasonable control, including technical failure or platform issues.

28. Meta does not sponsor, endorse, or administer this promotion. Entrants release Meta from liability.

29. These terms are governed by English law, and entrants submit to the exclusive jurisdiction of the courts of England and Wales.

30. Please enjoy Coors responsibly: www.drinkaware.co.uk.