

Terms and conditions of entry for the “Gruyère Flow” competition

PROMOTER, PURPOSE OF THE COMPETITION, ENTRY METHODS

The company Interprofession du Gruyère, Place de la Gare 3, 1663 Gruyères-Pringy, is organising a competition with no obligation to purchase. Internet users are invited to reproduce the “Gruyère Flow” dance and post it with the hashtag #gruyereflow on social media. Participants can enter individually or as a group (dance troupe).

This competition is not organised by Meta (Facebook, Instagram), YouTube, TikTok or Spotify.

DURATION OF COMPETITION

The competition runs from 14 November 2022 to 4 December 2022.

The winners will be announced in January 2023.

Entries to the competition can be made 24 hours a day throughout the period mentioned above via the website gruyere.com.

COMPETITION TERMS AND CONDITIONS OF ENTRY

All natural persons aged 18 or over and residing in Switzerland for the entirety of the competition are eligible to enter the competition free of charge with no obligation to purchase. Employees of Interprofession du Gruyère are not permitted to enter.

ENTRY METHODS

To have a chance of winning a prize, Internet users are required to reproduce “Gruyère Flow” and post their video with the hashtag #gruyereflow on social media.

PRIZES

For dance troupes (1 winning troupe):

French-speaking Switzerland: CHF 500 in cash or 10 tickets for Paléo 2023 with 10 free Hot-Fondues plus 5 kilos of Le Gruyère AOP

German-speaking Switzerland: CHF 500 in cash plus 5 kilos of Le Gruyère AOP

For the general public (3 winners):

> 1st prize: A luxury weekend in the AOP producing region of Gruyère (2 days and 2 nights) plus 1 kilo of Le Gruyère AOP.

> 2nd prize: A luxury weekend in the AOP producing region of Neuchâtel (2 days and 2 nights) plus 1 kilo of Le Gruyère AOP.

> 3rd prize: A year’s supply of Le Gruyère AOP in the form of 12 vouchers, each for 1kg of Le Gruyère AOP, to use throughout the year.

WINNER SELECTION

The winners, selected by a jury made up of members of the IPG and the IPG's communication agency, will be notified by direct message (DM).

ACCEPTANCE OF COMPETITION TERMS AND CONDITIONS

By participating in the competition, entrants fully and unconditionally accept the present terms and conditions of entry.

Any breach of the competition terms and conditions will result in disqualification from the competition, cancellation of all the offender's entries and the refusal or withdrawal of a prize. Le Gruyère AOP reserves the right to amend the terms and conditions of entry at any time and to change or limit the winnings without providing justification.

ENQUIRIES AND COMPLAINTS

This competition shall not be subject to any discussions or correspondence by any means whatsoever, except with the winners.

GOVERNING LAW AND JURISDICTION

Legal recourse is excluded. This competition shall be exclusively governed by Swiss law. The place of jurisdiction is Bern.