

# Terms & Conditions

1. These terms and conditions, in conjunction with the Privacy Policy and Cookies Policy ("Terms"), are applicable across the Yeo Valley Yeokens promotions. Please read the Terms carefully before exchanging Yeokens for offers on selected partner products and services or entry/ies into the monthly raffle, or placing an order for a Yeo Valley Goodie as they will apply between you and us. By using our Website, you agree to be bound by the Terms and any orders placed by you are bound by the Terms. Please note that the Terms do not affect your statutory rights as a consumer.
2. We may modify the Terms from time to time. Please read the Terms and check back often. If you do not agree to any change to the Terms then you must immediately stop using the Website. Your continued use of the Website will constitute your acceptance of any change to the Terms made. Any changes made after you have exchanged Yeokens will not affect that transaction unless we are required to make the change by law.
3. The promotion is only open to residents of the UK aged 18 or over. Employees of Yeo Valley and any Partner, Supplier and or Agency related to the promotion may participate, however those that are directly connected with the running of the promotion are ineligible.
4. Purchase is necessary and internet access is required to participate.
5. **To participate:**
  - a. Register at [www.yeovalley.co.uk](http://www.yeovalley.co.uk) and open a Yeoken Account (it is free but will require your name and email), if you have not already done so. Only one Yeoken Account per person. We reserve the right to refuse, merge or close additional accounts at any time.
  - b. **To participate through purchasing a participating product:** Purchase any promotional Yeo Valley products with a "collect Yeokens with this pack" lid peel. The promotion may be found on the following packs of Yeo Valley products with the corresponding number of Yeokens, while stocks last:

Product info	Yeoken Amount
<i>Everyday</i>	
Natural 150g	3
Natural 450g	10
Natural 950g	20
Natural 4x110g	10
Natural 0% 150g	3
Natural 0% 450g	10



Powering Promotions Worldwide

E: [info@promoveritas.com](mailto:info@promoveritas.com)  
T: +44 (0)203 325 6000  
[www.promoveritas.com](http://www.promoveritas.com)

PromoVeritas Ltd, Monument House, 215 Marsh Road, London, HA5 5NE, UK  
Registered in England at the above address. Reg No. 4437132, VAT No. GB802183366.

# Terms & Conditions

Greek Style Natural 150g	3
Greek Style Natural 450g	10
Greek Style Natural 950g	20
Greek Style Natural 4 x 110g	10
<i>EVERYDAY FRUITED</i>	
Strawberry 450g	10
Strawberry 4x110g	10
Raspberry 450g	10
Blueberry yogurt with a hint of lime 450g	10
Peach & Apricot yogurt 450g	10
British Blackcurrant yogurt 450g	10
Vanilla yogurt 0%	10
Lemon Curd yogurt 450g	10
Lemon Curd yogurt 4x110g	10
Fruity Favourites 4x110g	10
Greek Style with honey 450g	10
Greek Style with honey 4 x100g	10
<i>GREEK RECIPE</i>	
Greek Recipe 5% Fat Natural 450g	15
Greek Recipe 5% Fat Natural 850g	25
Green Recipe 0% Fat Natural 450g	15
Green Recipe 0% Fat Natural 850g	25
Greek Recipe Strawberry & Passionfruit Protein Pot 200g	5
Greek Recipe Mango Protein Pot 150g	5
<i>KEFIR</i>	
Natural Kefir 350g	10
Natural Kefir 950g	20
Natural Kefir 4 x 100g	10
Blueberry Kefir 350g	10
Mango & Passionfruit Kefir 350g	10
Mango & Passionfruit Kefir 4 x 110g	10



Powering Promotions Worldwide

E: [info@promoveritas.com](mailto:info@promoveritas.com)  
T: +44 (0)203 325 6000  
[www.promoveritas.com](http://www.promoveritas.com)

PromoVeritas Ltd, Monument House, 215 Marsh Road, London, HA5 5NE, UK  
Registered in England at the above address. Reg No. 4437132, VAT No. GB802183366.

# Terms & Conditions

Strawberry Kefir 350g	10
Strawberry Kefir 4x100g	10
Rhubarb Kefir 350g	10
Raspberry Kefir 350g	10
Raspberry Kefir 4x100g	10
Blueberry Frozen Kefir 480ml	20
Strawberry Frozen Kefir 480ml	20
Natural Drinking Kefir 500ml	15
Natural Drinking Kefir 1L	20
Mango and Passionfruit Drinking Kefir 500ml	15
Mango and Passionfruit Drinking Kefir 1L	20
Madagascan Vanilla Drinking Kefir 500ml	15
Blueberry Drinking Kefir 500ml	15
Blueberry Drinking Kefir 1L	20
Kefir with Oat Granola – Mango & Passion Fruit 180g	10
Kefir with Oat Granola – Blueberry 180g	10
<i>Cream</i>	
Soured cream 200g	5
Crème fraiche 200g	5
Fat Free Crème fraiche 200g	5
Double Cream 220ml	5
<i>Ice Cream</i>	
Vanilla Ice Cream 500ml	20
Mint choc chip ice cream 500ml	20
Strawberry Frozen Kefir 480ml	20
Blueberry Frozen Kefir 480ml	20
<i>Little Yeos</i>	
Fruity Favourites 4x85g	10
Strawberry & Raspberry Fromage Frais 6x45g	10
Yogurt and Oats 4 x 85g	10



**Powering Promotions Worldwide**

E: [info@promoveritas.com](mailto:info@promoveritas.com)

T: +44 (0)203 325 6000

[www.promoveritas.com](http://www.promoveritas.com)

PromoVeritas Ltd, Monument House, 215 Marsh Road, London, HA5 5NE, UK

Registered in England at the above address. Reg No. 4437132, VAT No. GB802183366.

# Terms & Conditions

<i>NAS</i>	
Mango & Vanilla / Blueberry & Banana 6x42g	10
<i>Milk</i>	
Whole Milk 2L	10
Semi-Skimmed Milk 2L	10
<i>Butter</i>	
Spreadable 400g	20
Salted Butter 200g	15
Unsalted Butter 200g	15
<i>Cheese</i>	
Mature Cheese 300g	30
<i>Soups</i>	
Leek & Potato Soup 400g	10
Smooth Carrot & Parsnip Soup 400g	10
Cream of Vegetable Soup 400g	10
Smooth Cream of Tomato Soup 400g	10
<i>Beef</i>	
Beef Burger 260g	50
<i>Granola</i>	
Toasted Nuts & Seeds Tray Baked Granola 360g	40
Berry & Cherry Tray Baked Granola 360g	40

- More products may continuously be added/removed so for the avoidance of doubt, any product that contains the Yeokens Lid peel will be eligible for the promotion.
- Either enter the unique codes or scan the QR codes in or on promotional Yeo Valley products online to collect Yeokens and exchange them for offers on selected partner products and services or entry/ies into the monthly raffle or use them as payment for Yeo Valley Goodies. Each



Powering Promotions Worldwide

E: [info@promoveritas.com](mailto:info@promoveritas.com)  
T: +44 (0)203 325 6000  
[www.promoveritas.com](http://www.promoveritas.com)

PromoVeritas Ltd, Monument House, 215 Marsh Road, London, HA5 5NE, UK  
Registered in England at the above address. Reg No. 4437132, VAT No. GB802183366.

# Terms & Conditions

unique code and QR code can only be used once.

- Offers on selected partner products may be subject to their own Terms and Conditions.
  - Maximum number of redemptions per Yeokens Registered User is detailed on each offer page.
- c. **To participate through completing a challenge:** Follow the instructions on the in-store marketing material or at [www.yeovalley.co.uk](http://www.yeovalley.co.uk). Each task will be allocated a reward which will be communicated at the beginning of the task and can be collected on completion of the task within the designated time frame, dependant on stock availability.
- Challenges may be subject to additional Terms & Conditions and limitations on reward stocks which will be communicated on the specific challenge page of the website.
  - Only certain participating products may be associated with a particular challenge, please take care to read the Terms & Conditions associated with each challenge to find out the list of products participating within it.
6. The value of Yeokens awarded per activity is at the discretion of the Promoter and may vary. The value of Yeokens awarded per purchase varies per product but is clearly identifiable from the Yeokens Lid peel on the front of packs.
7. Offers are currently available and will continue until such time as notified on the Website by the Promoter.
8. All unique codes must be entered or QR codes scanned within six months of the use by date on the product.
9. Three months' notice will be given by email and online to Yeoken account holders before the Yeokens scheme closes.
10. Yeokens have no cash value, are not for sale or auction and are non-transferable. Yeokens are void if altered or tampered with, reproduced or expired. All Yeokens awarded to a Registered User will be stored and available for display on "Your Yeokens Balance Sheet".
11. Users must not supply false information in their registration or share their account details with others, and no individual should participate under any identity that is not their own.
12. All offers are subject to availability. Having enough Yeokens in your account to qualify for an offer is not a guarantee of entitlement to that offer or item.
13. Yeokens shall be subtracted from a registered user's account immediately upon choosing to redeem them against an offer.
14. **Termination of an account:**
- a. A user may terminate their Yeokens account at any time by logging into their Yeokens account and choosing the option to delete their account on the Your Account page. Once deleted, accounts cannot be reactivated.



**Powering Promotions Worldwide**

E: [info@promoveritas.com](mailto:info@promoveritas.com)  
T: +44 (0)203 325 6000  
[www.promoveritas.com](http://www.promoveritas.com)

PromoVeritas Ltd, Monument House, 215 Marsh Road, London, HA5 5NE, UK  
Registered in England at the above address. Reg No. 4437132, VAT No. GB802183366.

# Terms & Conditions

- b. The Promoter may, at its sole discretion, terminate the user account of anyone registering under details that the Promoter has reasonable grounds to believe are false.
  - c. If a user's profile is terminated or removed, then the Yeokens will be deleted from the user's account. The Promoter may, in its sole discretion, terminate the account of, and/or prohibit further participation in the promotion by, any person who tampers with or benefits from any tampering with the Website, including the Yeokens process or with the operation of the Yeokens process, or acts in violation of the Terms, acts in a disruptive manner or acts with the intent to annoy, abuse, threaten or harass any other person.
  - d. The Promoter reserves the right, in its discretion (provided it acts reasonably), to remove a registered user where it is felt that they are in breach of these Terms or is otherwise acting contrary to the spirit of the promotion. This includes, but is not limited to:
    - Attempting to collect or redeem Yeokens in contravention with these Terms;
    - Using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator;
    - Redeeming Yeokens beyond the maximum allowed, or those using techniques such as 'script', 'brute force', masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means;
    - Tampering with the collection and/or redemption process;
    - Attempting to collect or redeem Yeokens which, in some other way, do not meet the requirements of these Terms & Conditions.
    - Selling/raffling off offers or items claimed for a monetary benefit; and/or
    - Attempting to have, or having, multiple accounts.
15. If your Yeokens account has a period of two years of inactivity (no Yeokens banked or valid logins), we may email you to ask if you wish for your account to remain active. In this event, to keep your account active, you must respond by clicking the link in the email within 28 days. Failure to do so will result in your Yeokens account being deactivated and any Yeokens collected will be lost. You may create a new Yeokens account at any time.
16. All Yeokens accounts must be activated within 30 days of account creation. Failure to do so will result in your Yeokens account being deactivated. You may create a new Yeokens account at any time.
17. All offers and products are subject to the standard terms and conditions of the partner.



**Powering Promotions Worldwide**

E: [info@promoveritas.com](mailto:info@promoveritas.com)  
T: +44 (0)203 325 6000  
[www.promoveritas.com](http://www.promoveritas.com)

PromoVeritas Ltd, Monument House, 215 Marsh Road, London, HA5 5NE, UK  
Registered in England at the above address. Reg No. 4437132, VAT No. GB802183366.

# Terms & Conditions

18. **Yeoken Exchange:** There are different products/days out that Yeokens can be exchanged for. The quantity of Yeokens required will vary depending on the item chosen.
- a. Yeo Valley Goodies: Various Yeo Valley branded and non-branded merchandise.
  - b. Legendairy Rewards: A range of offers, events and experiences for big spenders.
  - c. Events in the Valley: Spend your Yeokens on visits to Yeo Valley.
  - d. Offers from our Friends: Discounts and goodies from our selected friends.
  - e. Great Stuff to do at Home: Discounts and subscriptions from our selected friends designed specifically for use at home.
  - f. Charity Donation: Use your Yeokens to vote for your favourite charity from our selected charities
  - g. Monthly Raffle: Spend your Yeokens for your chance to win our monthly prize(s). There is no maximum number of Yeokens that can be exchanged for entry into the monthly raffle. One Yeoken equals one entry.
  - h. Dairy-Go-Round: Use your Yeokens account to play the instant win game. There is a maximum of three plays per user per day.
  - i. Little Yeos Raffle: Spend your Yeokens for your chance to win our monthly prize(s). There is no maximum number of Yeokens that can be exchanged for entry into the Little Yeos raffle. One Yeoken equals one entry.
  - j. Play to Stay Raffle: Spend your Yeokens for your chance to win our monthly prize(s). There is no maximum number of Yeokens that can be exchanged for entry into the Play to Stay raffle. One Yeoken equals one entry.
  - k. Moo-vie Magic: discounts one cinema tickets for locations across the country.

19. Additional Exchange Conditions:

**Offers:**

- a. Yeo Valley Goodies: [www.yeovalley.co.uk/yeokens/spend/categories/yeo-valley-goodies](http://www.yeovalley.co.uk/yeokens/spend/categories/yeo-valley-goodies)
- b. Legendairy Rewards: [www.yeovalley.co.uk/yeokens/spend/categories/legendairy](http://www.yeovalley.co.uk/yeokens/spend/categories/legendairy)
- c. Events in the Valley: [www.yeovalley.co.uk/yeokens/spend/categories/events-in-the-valley](http://www.yeovalley.co.uk/yeokens/spend/categories/events-in-the-valley)
- d. Offers from Our Friends: [www.yeovalley.co.uk/yeokens/spend/categories/goodies-and-discounts](http://www.yeovalley.co.uk/yeokens/spend/categories/goodies-and-discounts)



**Powering Promotions Worldwide**

E: [info@promoveritas.com](mailto:info@promoveritas.com)  
T: +44 (0)203 325 6000  
[www.promoveritas.com](http://www.promoveritas.com)

PromoVeritas Ltd, Monument House, 215 Marsh Road, London, HA5 5NE, UK  
Registered in England at the above address. Reg No. 4437132, VAT No. GB802183366.



# Terms & Conditions

- e. Moo-vie Magic – Cinema Discounts:  
<https://www.yeovalley.co.uk/yeokens/spend/categories/the-cinema-society>
- 20. **Charity Donations:** There are three chosen charities per quarter, selected by Yeo Valley. Each quarter, the charity with the most Yeokens will receive a £1,500 donation from Yeo Valley, with the two runner-ups receiving a donation of £1,000 each. See [here](#) for charity details.
- 21. Please allow up to 28 days for delivery of all offers/products. If you are ordering more than one item, your order may be collated and goods may be sent to you in instalments if certain items are out of stock.
- 22. No refund will be available once Yeokens have been redeemed.
- 23. The Promoter cannot accept any liability for:
  - a. Non or late delivery of offers or products to the account holder by a third party provider;
  - b. Faulty products from a third party provider;
  - c. Inaccurate description of the offer or product by a third party provider on the Website.

## Legal Liabilities:

- 24. Please note that while we want to encourage you to collect Yeokens and enjoy the benefits of the promotion we actively discourage over-consumption. DO NOT purchase more product than you can reasonably use.
- 25. The Promoter accepts no responsibility for incomplete, incorrectly submitted, delayed, corrupted or misdirected registrations, Yeokens claims, disputes or correspondence relating to any aspect of the promotion (including but not limited to claims for Yeokens) whether due to error, omission, alteration, tampering, deletion, theft, destruction, transmission interruption, communications failure or otherwise.
- 26. The Promoter and its associated agencies and partners accepts no responsibility for any third party illegal or fraudulent action/inaction that may occur on or through the promotion, but reserves the right to take action against any third party it knows or has reasonable grounds to believe is responsible for such action/inaction.
- 27. Whilst we will always try to ensure that the Website and all of its games and functions are working as they should be, problems may occur from time to time. The Promoter accepts no responsibility for any intermittent problems which may arise with the functioning of the game or of the user accounts.
- 28. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss), expense OR damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with use of the promotion and its content (in physical sphere, e.g. playing games described on the Website), except for any liability which cannot be excluded by law (including death or personal injury) in which case that



Powering Promotions Worldwide

E: [info@promoveritas.com](mailto:info@promoveritas.com)  
T: +44 (0)203 325 6000  
[www.promoveritas.com](http://www.promoveritas.com)

PromoVeritas Ltd, Monument House, 215 Marsh Road, London, HA5 5NE, UK  
Registered in England at the above address. Reg No. 4437132. VAT No. GB802183366.



# Terms & Conditions

liability is limited to the minimum allowable by law.

29. The Promoter will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control arising from but not limited to Acts of God, global or regional epidemic or pandemic, adverse weather conditions, fire, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities, or any other circumstances of the Promoter.
30. The Promotional Website may contain links to other websites that the Promoter does not own or operate. Please be aware that the Promoter does not control, recommend or endorse, and is not responsible for their content, products, services or privacy policies.
31. If, for any reason, any aspect of the Website is not capable of operating as intended, including by reason of infection by computer virus, network failure, bugs, tampering, unauthorised intervention, fraud, technical failures or any cause beyond the control of the Promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this Website, the Promoter may at its sole discretion cancel, terminate, modify or suspend the promotion or invalidate affected Yeokens or the accounts.
32. The Promoter may require users to provide proof of identity, proof of age and proof of residency. Identification considered suitable for verification is at the Promoter's discretion.
33. Your personal data will be held in accordance with all relevant data protection legislation currently in force. To view our Privacy policy please visit: [01. Yeo Valley Privacy Policy website 2025.pdf](#). We will only use your personal data for the administration of the promotion and for no other purpose unless we have your consent. We will only share your data with our Fulfilment Partners for the purposes of and in order to fulfil the promotion/your order.
34. You warrant that all details you provide to us for the purpose of redeeming Yeokens are true, accurate, current and complete in all respects.
35. Your use of the Website and its contents grants no rights to you in relation to any copyright, designs, trademarks and all other intellectual property and material rights relating to the content including rights to Yeokens (other than as described in these Terms), Yeo Valley software and all HTML and other code contained in this Website. All such content including our trademarks, third party trademarks, designs and related intellectual property rights displayed on this Website are protected by national intellectual property and other laws. Any reproduction or redistribution of the content of the Website is prohibited and may result in civil and criminal penalties.
36. This Website is for your personal non-commercial use only. You may not modify, copy, distribute, transmit, display, perform, reproduce, publish, license, commercially exploit, create derivative works from, transfer or sell any content, software, products or services contained within this Website.
37. You agree that you will be personally responsible for your use of this Website and for all of your communication and activity on and pursuant to this Website. If we determine that you are or have been engaged in prohibited activities or otherwise violated the Terms or misused any of our trademarks, copyright or other intellectual



**Powering Promotions Worldwide**

E: [info@promoveritas.com](mailto:info@promoveritas.com)

T: +44 (0)203 325 6000

[www.promoveritas.com](http://www.promoveritas.com)

PromoVeritas Ltd, Monument House, 215 Marsh Road, London, HA5 5NE, UK

Registered in England at the above address. Reg No. 4437132. VAT No. GB802183366.

# Terms & Conditions

property rights, we may deny you access to this Website on a temporary or permanent basis.

38. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
39. **YOUR RIGHTS:** You have certain rights under the law. In England these include:
- a. That any product you order will be of satisfactory quality, fit for their intended purpose, and will conform to any description given on this Website; and
  - b. Certain remedies if a product is defective.
  - c. Nothing in these Terms is intended to affect these rights. For more information about your rights, contact your local Citizens Advice Bureau or Trading Standards Bureau.
  - d. The Promoter reserves the rights, at its sole discretion, to modify these Terms at any time, and limits its liability in relation to such action to the fullest extent permissible under English law.
  - e. These Terms & Conditions are governed by English law and their interpretation and application will be subject to the exclusive jurisdiction of the courts of England and Wales. Residents of Scotland and Northern Ireland may bring proceedings in their own jurisdiction.

**The Promoter: Yeo Valley Organic Limited, Yeo Valley HQ, Blagdon, North Somerset BS40 7YE.**



**Powering Promotions Worldwide**

E: [info@promoveritas.com](mailto:info@promoveritas.com)  
T: +44 (0)203 325 6000  
[www.promoveritas.com](http://www.promoveritas.com)

PromoVeritas Ltd, Monument House, 215 Marsh Road, London, HA5 5NE, UK  
Registered in England at the above address. Reg No. 4437132. VAT No. GB802183366.