

GOLDEN CLOUD COMPETITION

PURCHASE A BAG OF ANY VARIANT OF THE NEW GOLDEN CLOUD PROFESSIONAL 1KG DESSERT RANGE AND STAND A CHANCE TO WIN A KENWOOD HOMEBAKE STAND MIXER 1000W WORTH R2500, PROMO CODE: GOLDENCLOUD. EACH INVOICE EQUALS ONE ENTRY AND MULTIPLE ENTRIES ARE PERMITTED.

1. The promoter is Tiger Brands and Bidfood (Pty) Ltd is contracted to promote the competition.
2. The promotional competition is open to any business and its employee representatives in the Food Service Industry who hold an active Bidfood Trading account and operates within the borders of South Africa. Hereafter referred to as “Participants”. It excludes the Promoter, the Promoters’ associated companies, advertising and promotional agencies, any person who is a director, member, partner, employee, or agent of, or consultant to the promoter and their immediate families. The promotional competition is open to all users who are registered and make use of the e-commerce platform to place their orders on www.mybidfood.co.za. Participation in the competition constitutes acceptance of the promotional competition rules and entrants agree to abide by the rules.
3. Competition Period: The period starts at 00:01 on 4th of May 2026 and ends at 23:59 on 17th June 2026
4. Competition Mechanic: To enter the competition, participants must purchase a bag of any variant of the new Golden Cloud Professional 1kg Dessert range

5. Participating products:

Bidfood Code	Description	Brand	UOM
CON1514	PASTRY SWEET DOUGH MIX	GOLDEN CLOUD	1 kg
PUD1351	VELVETY CRÈME BRULÉE MIX	GOLDEN CLOUD	1 kg
PUD1352	CHILLED PEPPERMINT TART MIX	GOLDEN CLOUD	1 kg
PUD1353	LEMON MERINGUE DELIGHT MIX	GOLDEN CLOUD	1 kg
PUD1354	BAKED CHEESECAKE MIX	GOLDEN CLOUD	1 kg
PUD1355	NO-BAKED CHEESECAKE MIX	GOLDEN CLOUD	1 kg
PUD1356	MALVA PUDDING MIX	GOLDEN CLOUD	1 kg
PUD1357	MILK TART MIX	GOLDEN CLOUD	1 kg

6. Each invoice with 1 (one) unique participating product purchased, equals one (1) entry. Multiple entries are permitted.
7. Entry Requirements: Minimum age: 18 years. Bidfood South Africa customers with a valid trading account number and account must be in good standing. Promotional competition excludes Botswana, Food Trucks, Fridge Food Group and Unick Foods.
8. Prize: Kenwood Homebake Stand Mixer 1000W worth R2500.00
9. The prize(s) is non-exchangeable, non-transferable, and is not redeemable for cash or other prizes. The Promoter retains the right to substitute the prize with another prize of similar value in the event the original prize offered is not available.
10. There shall be 1 winner drawn at the end of the competition period – all valid entries for the duration of this competition will be included in the single lucky draw.



Bidfood South Africa is a Level Three B-BBEE Contributor. Customers can claim 110% of their spend with us on the “Total BEE Procurement with Empowering Suppliers” line of their preferential procurement scorecard and score additional points on the “Black Owned” line of their scorecard.

Bidfood (Pty) Ltd.
Reg NO. 1964/002063/07 | A Subsidiary of Bid Corporation Limited.
Directors: BM Varcoe (Managing Director), CAM Bishop, EA Hasrod, LI Jacobs, JM Krugel,
RJ Licht, S Marie, N Reddy.



11. The winner will be announced within 2 (two) weeks following expiry of the Competition Period. The draw will be conducted by an independent registered auditor. If a winner does not respond to the Promoter within 7 days of being notified by the Promoter, then the winner's prize will be forfeited, and the Promoter shall be entitled to select another winner in accordance with the process described above (and that winner will have to respond to notification of their win within 7 days or else they will also forfeit their prize). If a winner rejects their prize or the entry is invalid or in breach of these Terms and Conditions, the winner's prize will be forfeited, and the promoter shall be entitled to select another winner. Tie-breaks (if required): Not applicable.
12. The Prize will be awarded to the registered Bidfood customer and not to any individual employee placing orders on behalf of that business.
13. The winner must provide their full name, ID number, business registration number, Bidfood account details, contact details and delivery address confirmation. The prize will be allocated as per their business trading account.
14. Participants who, in the Promoters' sole determination, act unlawfully, fraudulently, in breach of these Rules or otherwise dishonestly may be disqualified from participating in the Competition and shall not be eligible to receive any prize.
15. Bidfood (Pty) Ltd reserves the right to change or terminate the promotional competition immediately and without notice. In the event of such change or termination, all participants agree to waive any rights that they may have in respect of this promotional competition and acknowledge that they will have no recourse against the Promoter or its agents.
16. Neither Bidfood (Pty) Ltd, their promoters, agents, and distributors nor any of its associated or subsidiary companies, directors, officers, employees, or agents shall be liable for any loss or damage, whether direct, indirect, consequential, or otherwise arising from any cause whatsoever, which may be suffered by the participant in connection with this competition or use of the prizes.
17. The Promoter's decision is final, and no correspondence will be entered.
18. Bidfood (Pty) Ltd takes utmost care to ensure that all advertisements are correct. Should any errors occur, or incomplete information be supplied, we will display a notice on our company website www.bidfood.co.za with the correct details. E&OE.
19. The Promoter may reasonably request the winner(s) to participate in publicity relating to this Promotional Competition. This may include the winner(s) being filmed, photographed and/or interviewed by the Promoter or on its behalf. The winner(s) reserves the right to decline participation in any photography, filming, or publicity activities related to the competition.
20. This Promotional Competition (including these Promotional Competition Terms & Conditions and any related dispute) is governed by and will be interpreted according to the laws of the country in which the Promoter has its registered or primary address as stated in the Promotional Competition Details, except to the extent of mandatory laws applicable due to the location or nature of the Promotional Competition, Prize or relevant entrant.
21. Without restricting anyone from seeking injunctions or other temporary relief in a competent court, if a dispute arises the courts of the country in which the Promoter has its registered or primary address as stated in the Promotional Competition Details will resolve the issue, except to the extent you have the right to resolve a dispute in the courts of other jurisdictions due to the location or nature of the Promotional Competition, Prize or relevant entrant.
22. Should the entrant object to the processing of his/her personal information and/or receipt of direct marketing, the entrant should send an email to popia@bidfood.co.za.

23. Participating Branches:

- Bidfood Gqeberha
- Bidfood East London
- Bidfood George