

## Terms and Conditions for Brennan's Dough it Yourself 2025-2026

### Definitions

- **"Promoter"** means Real Event Management Ltd, Trading as "Real Nation" 94 Lower Baggot Street, Dublin 2 on behalf of Brennans Bakery.
- **"Competition"** means Brennans Dough It Yourself Great Bread Challenge which will be run in Northern Ireland Primary Schools and is targeting Key Stage 2 Classes.
- **"Prize"** refers to all prizes including but not limited to monetary prize, certificates and trophies.
- All information detailing how to enter this competition forms part of these Terms and Conditions. It is a condition of entry that all terms and conditions are accepted as final and that the teacher/parent/guardian of the entrants agrees to be bound by these terms and conditions.

### Eligibility

- Each entry must be submitted as a class group or a team of up to 6 pupils.
- Participants must be registered pupils in a Primary School in Northern Ireland and be in KS2 (Key Stage 2).

### Entry Requirements

- All work entered must be the pupils' original work but may be aided/guided by a teacher.
- Submissions should include a recipe and/or pictures of a dish incorporating bread as a key ingredient.
- Entries must be sent by the teacher via post to the Real Nation 94 Baggot Street Lower Dublin 2, D02XN82 or digitally to [doughityourself@realnation.ie](mailto:doughityourself@realnation.ie).

### Submission Details

- Each entry must include the name of the dish, a note on how the dish meets the brief, and the recipe/picture.
- Include the following information with each entry: Teacher's name, School name, Pupils' names, and Class.

### Judging Criteria

- Entries will be judged on creativity, sustainability, and the effective use of leftover bread as well as a clear understanding of the challenge demonstrated.
- The Promoter's decision is final and no correspondence will be entered into regarding decisions made.
- Submissions are shortlisted and adjudicated by the promoter in collaboration with Brennans Bakery.
- The Promoter will notify winners by 'replying' to the email address given when entering the competition.

### Prizes

- Overall Winning School: £1000
- 4 Finalist Schools: £500 each (£2000 total)
- 4 Finalist Teachers: £100 each (£400 total)
- Trophies: Provided to finalists
- Certificates: Provided to all participants
- The type of prizes presented to participants may be changed by the promoter.
- The promoter reserves the right to modify these terms and conditions, including the prizes, at any time.

### Event

- Four Schools will be shortlisted to attend the final event where they will be asked to cook their submitted recipe. Further details will be shared with finalist schools.
- The event will take place on January 27th, 2026, where finalists will compete in a cook off competition.
- Class entries will be asked to select a small group of students to participate in the final.

### General Terms

- All correspondence should be addressed to: Real Nation, Brennan's Dough it Yourself, 94 Baggot Street Lower, Dublin 2, D02 XN82.
- **Entries must be received by the deadline of November 28th, 2025.**
- The information provided as part of entries, including videos and/or images will be used for the implementation of the Brennans Dough It Yourself Great Bread Challenge, including communications regarding the programme. This may include sharing with contracted third

parties. Any personal data provided will be securely stored and shall be used by the Promoter solely in connection with this competition and for the purposes outlined in these Terms and Conditions. Personal data will be retained for up to two years after the Competition and will be disposed of in accordance with General Data Protection Regulations.

- The Promoter reserves the right to amend, withdraw, or terminate the competition or alter the specifications without prior notice.
- The Promoter's decision is final, and no correspondence will be entered into regarding decisions made.
- Brennan's and Real Nation cannot accept responsibility for lost, damaged, or delayed entries.
- By submitting an entry, the entrant agrees that the entry and any subsequent images may be featured in online communications and/or reproduced and broadcast for promotional and/or educational purposes.
- All entries must be the pupils' original work and not plagiarised; work entered must be pupils' own but may be aided/guided by a teacher.
- We welcome entries from Special Schools, and judges will consider these entries accordingly.
- Schools may submit multiple entries, each accompanied by a completed submission form with a teacher/guardian signature.
- Short-listed entrants may be asked to provide proof of age and confirm the authenticity of their submission.
- The judges' decisions are final, and no correspondence will be entered into regarding the judging process.
- Due to the large number of entries, it is not possible to provide feedback on individual submissions.
- Award winners may be asked to participate in publicity.
- No alternative prizes will be offered.
- The Promoter reserves the right to disqualify any contestant at its sole discretion.
- The Promoter reserves the right to store electronically any pictures received as part of the competition.
- The Promoter will not be responsible for lost, damaged, or delayed prizes.
- Brennan's and Real Nation reserve the right to amend these rules and regulations as required; copies of the form may be downloaded from our website.
- Submissions cannot be returned under any circumstances.
- Employees, contractors, or persons associated with Real Nation and Brennan's may not compete.
- Real Nation is the promoter of these awards; all related correspondence should be addressed to:  
Brennan's Dough it Yourself Project Office 94 Baggot Street Lower Dublin 2, D02 XN82  
Email: [doughityourself@realnation.ie](mailto:doughityourself@realnation.ie)
- Employees, contractors or persons directly or professionally associated with employees of Brennans Bakery or the Promoter may not compete in this competition.
- Entrants may be required to participate in publicity (photographs of works, interviews, quotations etc.) and by entering into this competition their parents/ guardians will be asked to provide written permission in this regard for the publicity of this Competition only.
- The Promoter reserves the right to amend, suspend or terminate these Terms and Conditions, the rules and the competition at any time without notice.

**All entrants agree to be bound by the competition rules; failure to adhere to these rules will render the entry invalid.**

By registering for the Brennan's Dough It Yourself - The Great Bread Challenge, you agree that Real Nation, on behalf of Brennans, will collect and use your information to administer the programme and contact you in regards to the programme. You also agree that your submission may be promoted on social media, our website, and shared with third parties for promotional purposes, including local and national news. You have the right to access, correct, delete, or object to the use of your data anytime by contacting us at [doughityourself@realnation.ie](mailto:doughityourself@realnation.ie). Your consent for this processing is given by registering and can be withdrawn at any time. By registering, you also agree to our Privacy Policy, which can be found here: <https://brennansbread.ie/privacy>.