

PERNOD RICARD MALAYSIA – JAMESON CHRISTMAS TRAIL 2025

Schedule to Terms & Conditions

Organiser	<i>Pernod Ricard Malaysia</i>
Campaign Name	<i>JAMESON CHRISTMAS TRAIL 2025</i>
Campaign Period	<i>1st December 2025 – 31st December 2025</i>
Campaign Page	<i>https://prm-presents.com/myjamesonchristmas</i>
Eligibility	<i>Strictly open to non-Muslims aged 21 years old and above only</i>
Participation Requirement	Step 1: Scan the dedicated QR code located at Jameson Christmas Trees at designated locations and participating outlets (refer to Appendix A for locations of Jameson Christmas tree and participating outlets). Step 2: Consumer will be redirected to the Jameson Christmas Trail campaign page. Step 3: Consumer must fill in accurate personal details (Full Name, Date of Birth, Mobile Number and Email) for registration. Step 4: A One-Time Password (OTP) will be sent to the registered mobile number. Step 5: Upon entering the valid OTP, the Consumer will unlock their digital "Jameson Christmas Trail Passport". The Trail Tasks: Upon unlocking the Passport, Consumers may complete the following seven (7) tasks (collectively, "The Trail"). Tasks may be completed in any sequence. Successful completion of each task will award the Consumer one (1) digital "Stamp" in their Passport. Consumers who collect all seven (7) Stamps will automatically be eligible for the Grand Prize Draw.

Pernod Ricard Malaysia "Jameson Christmas Trail 2025" Campaign Terms & Conditions

1.0 Organiser and Eligibility

- 1.1 The Jameson Christmas Trail Campaign (hereinafter referred to as the "Campaign") is organised by Pernod Ricard Malaysia Sdn Bhd (hereinafter referred to as the "Organiser").
- 1.2 The Campaign is open to all legal residents of Malaysia who are: Aged twenty-one (21) years and above at the time of participation; and Non-Muslims.
- 1.3 The following persons are not eligible to participate:
 - Employees of the Organiser, its affiliates, subsidiaries, advertising/PR agencies, and suppliers/contractors permitted to work on this Campaign.
 - Immediate family members of the above (spouses, children, parents, siblings).

2.0 Campaign Period

- 2.1 The Campaign runs from 1st December 2025 to 31st December 2025 (hereinafter referred to as the "Campaign Period").
- 2.2 The Organiser reserves the right to amend, extend, or terminate the Campaign Period at its sole discretion without prior notice.

3.0 Campaign Mechanics

To participate, eligible Consumers must adhere to the following steps:

3.1 Registration (The Passport):

Step 1: Scan the dedicated QR code located at Jameson Christmas Trees and at designated participating locations (refer to Appendix A for locations).

Step 2: Consumer will be redirected to the Jameson Christmas Trail microsite.

Step 3: Consumer must fill in accurate personal details (Full Name, Date of Birth, Mobile Number and Email) for registration.

Step 4: A One-Time Password (OTP) will be sent to the registered mobile number.

Step 5: Upon entering the valid OTP, the Consumer will unlock their digital "Jameson Christmas Trail Passport".

3.2 The Trail Tasks: Upon unlocking the Passport, Consumers may complete the following seven (7) tasks (collectively, "The Trail"). Tasks may be completed in any sequence.

Task #	Task Type	Requirements
1	J	Redemption
2	A	Purchase
3	M	Social
4	E	Purchase
5	S	Purchase
6	O	Social
7	N	Purchase

3.3 Completion & Stamps:

Successful completion of each task will award the Consumer one (1) digital "Stamp" in their Passport. Consumers who collect all seven (7) Stamps will automatically be eligible for the Grand Prize Draw.

4.0 Receipt and Content Validation

4.1 Receipts: Receipts uploaded must clearly show the outlet name, date of purchase (within Campaign Period), and the specific item (Jameson Cocktail). Duplicate / falsified receipts or unclear images will be disqualified.

4.2 Social Media:

- Profiles must be set to "Public" for verification purposes.
- Stories/Posts must remain visible for at least 24 hours.
- The Organiser reserves the right to disqualify entries containing offensive, political, religious, or inappropriate content, or content that encourages excessive consumption of alcohol.

5.0 Instant Merchandise Redemption

5.1 Merchandise associated with Tasks A, S, and O are redeemed immediately at the participating outlet where the task is completed.

5.2 Stock Availability: All merchandise is provided on a "first-come, first-served" basis and is strictly "while stocks last".

5.3 The Organiser and participating outlets bear no liability if merchandise is out of stock at a specific location. No cash alternative or replacement will be offered for out-of-stock items.

6.0 Grand Prizes & Selection

- 6.1 Consumers who complete all 7 Stamps are eligible for the Grand prize draw.
- 6.2 The Prizes:
 - Grand Prize: Three (3) units of Apple Watch (Series/Model to be determined by Organiser).
 - Consolation Prize: Ten (10) units of RM10 Touch 'n Go eWallet Reload Pins.
- 6.3 Selection Process: Winners will be selected via a random computerised draw from the pool of eligible participants.
- 6.4 Winner Announcement:
 - Winners will be contacted via the email address provided during registration by 31st January 2026.
 - Winners must respond to the notification email within two (2) weeks (14 calendar days).
 - Failure to respond within this timeframe will result in the forfeiture of the prize, and the Organiser reserves the right to select a replacement winner.

7.0 Rights and Liabilities

- 7.1 Limitation of Liability: The Organiser is not responsible for any technical failures, network issues, or hardware malfunctions that prevent a Consumer from scanning the QR code, receiving the OTP, or uploading receipts.
- 7.2 Third-Party Services: The Organiser is not liable for the actions or service failures of participating outlets (e.g. outlet closure, refusal of service due to intoxication).
- 7.3 Indemnity: Participants agree to indemnify the Organiser against any claims arising from their breach of these T&Cs or their conduct during the Campaign
- 7.4 Changes: The Organiser reserves the right to change the mechanics, prizes, or terms and conditions at any time without prior notice.

8.0 General Terms

- 8.1 Prizes are non-transferable, non-refundable, and cannot be exchanged for cash or other items.
- 8.2 The Organiser's decision on all matters relating to the Campaign (including winner selection and receipt validity) is final and binding. No correspondence will be entertained.
- 8.3 These Terms and Conditions are governed by the laws of Malaysia.

9.0 Privacy Notice

- 9.1 By participating, the Guest explicitly consents that the Organiser and/or its appointed agency shall be entitled to collect, use and store the necessary personal data of the Guest. The Guest also consents to receiving any marketing or promotional notifications or materials from the Organiser. The Guest is free to revoke his or her consent to the use and storage of personal data by sending an email to the Organiser and by doing so, the Guest acknowledges that this may be deemed a withdrawal by the Guest of his or her participation in this Event. The Organiser will use its best endeavours to keep all personal data stored for the purpose of this Event strictly confidential and in compliance with all data privacy laws.
[Privacy Policy](#)

-END OF STANDARD TERMS AND CONDITIONS-

APPENDIX A

JAMESON CHRISTMAS TREE LOCATION WITH QR

No.	Location
1	Kwai Chai Hong located in Chinatown
2	Drafted Penang

PARTICIPATING OUTLETS | CENTRAL REGION

No.	Location
1	Up and Away
2	Humboldt
3	Concubine KL
4	Jann
5	Sol Level 40 The Met
6	Remedy Cocktail Bar
7	XO KL
8	The Rex Bar
9	Salty Sippy
10	Rimbar KL
11	Baijiu KL
12	The Attic Bar
13	Rhubarb & Roses Bar & Florist Malaysia
14	Pisco Bar
15	Kapitan Haus
16	The GoodFellas Kitchen + Bar
17	Luca BSC
18	Sanctuary 38
19	Frangipaani
20	Why Not Kitchen & Bar
21	Sutraa Kitchen + Bar
22	Rockafellers Subang Jaya
23	Rockafellers Petaling Jaya – Jaya One
24	Rockafellers Bukit Damansara
25	Rockafellers Changkat
26	Rock Bottom Changkat
27	Rock Bottom Bangsar
28	Rock Bottom Desa Park City
29	La Chica Mexican Grill Changkat Bukit Bintang
30	La Chica Mexican Grill Bangsar
31	La Chica Mexican Grill PJ

PARTICIPATING OUTLETS | NORTHERN REGION

No.	Location
1	BISO Cocktail Bar
2	Page II by A Sip
3	A Sip Cocktails Speakeasy Bar
4	Cocktails & Shots
5	Steep Social
6	The Mandarin Cocktails Bar
7	Eggssy Mini Speakeasy
8	Suckling Pig Cocktail Bar
9	Good Friends Club
10	Chez Chez
11	No Bar Here
12	Backdoor Bodega

PARTICIPATING OUTLETS | SOUTHERN REGION

No.	Location
1	Tales Creator