Reward and offer wording

Short-form customer terms for vouchers and special promotions

FOR SOLICITOR REVIEW | Version 1.0 | Prepared 26 October 2026

For each live reward or campaign, complete the offer validity, eligible products, points price and any specific conditions. Display exact product eligibility and expiry with each voucher or campaign. The birthday benefit is deliberately described on the voucher rather than fixed in the Scheme terms, so the offer can change without editing the permanent programme terms.

A. General rules to keep consistent

- State the **exact eligible product(s)** configured in the till. Separate chargeable extra products are not free merely because they are added to an eligible drink.
- State the issue date and expiry date/time clearly on the voucher. Use local UK time where relevant and do not rely solely on descriptions such as “five weeks” or “eight weeks” when the system can show the exact deadline.
- State whether a reward is **one-time use**, restricted to the named member, store-limited or available only to marketing subscribers.
- Specify any combinations that are prohibited. Otherwise, the default Scheme rule permits multiple offers in one transaction if the till accepts them.
- Show the price in points **before** a member confirms redemption, and the expiry of the resulting voucher before they spend points.
- No voucher or points are worth cash, and no cash change is given. Use the contact mail@jempsons.com for problems or verified system errors.

B. Welcome hot-drink voucher - proposed live wording

Short terms to display on the voucher

One complimentary eligible hot drink. Issued to a new Rye Bakery Loyalty Scheme member who has chosen “Yes” in the optional Rye Bakery marketing preference at joining. Valid for eight weeks from issue (exact expiry shown on this voucher). One use and one welcome voucher per person, including after deleting and rejoining an account. Redeem in any participating The Rye Bakery coffee shop in England. Only eligible hot-drink till products are included; separately charged extras are excluded. Personal to the named member; do not forward, sell or transfer. No cash alternative. Other offers may be combined where the till and their terms permit. Full Scheme terms apply.

Long-form campaign configuration / checks

Issue channel: automated LoyaltyDog email to new members with marketing set to “Yes” at joining. Benefit: one eligible hot drink, not a monetary balance. Expiry: eight weeks after issue. SKU list: [INSERT CURRENT ELIGIBLE PRODUCTS OR VIEW-ONLINE LINK]. One use. If a member opts into marketing only after joining, any welcome-voucher eligibility is subject to the configuration in force.

C. Birthday voucher - proposed live wording

Short terms to display on the voucher

Birthday reward: one eligible doughnut OR one regular sausage roll, as specified in this voucher and configured in the till. Available to Rye Bakery Loyalty Scheme members who provide an accurate date of birth and whose marketing preference is “Yes”. Reward validity begins 168 hours before the birthday and ends 840 hours after the birthday (five weeks afterwards); the exact dates and times shown on this voucher apply. One birthday reward per eligible member per birthday year. Redeem in any participating The Rye Bakery coffee shop in England. Eligible SKU restrictions and any chargeable extras are as shown here; personal to the named member, not for sale or transfer. No cash alternative. Full Scheme terms apply.

Configuration / checks

Current birthday choice: one eligible doughnut or one regular sausage roll, with eligible SKU codes set in LoyaltyDog/Epos Now. Offer-specific wording and reward products may change for later birthday promotions without amending the main loyalty Scheme terms. Configuration: starts 168 hours before and ends 840 hours after birthday; display exact expiry in the voucher. Check the system’s handling of last-minute registration, corrected birthdays and 29 February dates during testing.

D. Points-funded hot-drink reward - example catalogue wording

Short terms

300 points for one eligible hot drink. 300 points are deducted when this reward voucher is issued. Redeem at any participating The Rye Bakery coffee shop before the expiry shown on the reward: **[INSERT EXPIRY OR “NO EXPIRY” AS ACTUALLY CONFIGURED]**. Only eligible hot-drink till products are included; separate chargeable extras are excluded. One use only. No cash value or change. Multiple valid rewards may be used together where the till permits. Unused expired reward vouchers are not automatically refunded in points. Full loyalty terms apply.

For every points-funded voucher, display any expiry before the points are exchanged and repeat the deadline on the voucher. If that specific reward has no expiry, state that expressly.

E. Event / seasonal campaign - reusable template

Promotional offer face

[CAMPAIGN NAME] | [CUSTOMER BENEFIT] | [OFFER VALIDITY DATES, TIMES AND UK TIME ZONE]

Short customer terms

Offer available to **[ELIGIBLE MEMBERS / REQUIRED MARKETING CHANNEL]** at **[PARTICIPATING SHOPS]** between **[START]** and **[END]**. Applies to **[ELIGIBLE PRODUCTS OR MINIMUM SPEND]**. **[POINTS MULTIPLIER / DISCOUNT / FREE ITEM / VOUCHER VALUE]** is calculated on eligible spend **after discounts and redeemed rewards**, where applicable. Limit **[PER PERSON / ACCOUNT / TRANSACTION]**. **[COMBINING RULES]**. Cannot be exchanged for cash. Returns and refunds reverse

associated promotional points where applicable. Further conditions: **[ANY EXCLUSIONS]**. The Rye Bakery Loyalty Scheme terms apply.

Example: double-points weekend (illustration only)

Double points weekend. Earn 20 points per £1 on eligible in-store spend after discounts at participating The Rye Bakery coffee shops between **[START DATE/TIME]** and **[END DATE/TIME]**. Pass must be scanned at purchase. Points are rounded once per transaction to the nearest whole number. Does not apply to online or delivery orders. Refunds reverse points. **[CONFIRM WHETHER OTHER POINTS BONUSES CAN STACK].** Full loyalty terms apply.

F. Suggested footer on every promotional voucher

Issued by Jempsons Bakers Ltd, trading as The Rye Bakery. Scheme Terms [LINK] and Privacy Notice [LINK] apply. Change your marketing choice online using the account link on the back of your Wallet pass. If you cannot access your settings, email mail@jempsons.com to stop promotional messages. Exact expiry and eligible product restrictions are shown on each voucher. No cash value.

Automated LoyaltyDog voucher emails have limited editable text and no standard unsubscribe-button layout. The pass back contains the account-preferences link, while pushes open the pass/voucher and do not carry a link. Provide mail@jempsons.com as a visible alternate way to stop marketing wherever the template reasonably permits. Solicitor to review the message-level withdrawal method under PECR and UK GDPR before launch.