

Terms and Conditions of Participation

"Cheese Alternatives" competition

Participation in the Lidl "Cheese Alternatives" competition is strictly subject to the terms and conditions set out herein. Insofar as these Terms and Conditions of Participation use the masculine form of address in order to make them easier to read, all applicants and participants are always deemed included, regardless of the type of company or the gender of the persons involved.

By participating in the competition, participants are deemed to have expressly accepted the following terms and conditions.

1. Organizer, Eligibility, Promotional Period

- 1.1. The organizer of the competition is Lidl Dienstleistung GmbH & Co. KG, Bonfelder Str. 2, 74206 Bad Wimpfen, Germany (hereinafter "**Lidl**").
- 1.2. The competition's strategic partner is ProVeg e.V., Genthiner Straße 48, 10785 Berlin, Germany (hereinafter "**ProVeg**").
- 1.3. Participation requires registration (application) during the promotional period **03/18/2025 up to and including 04/27/2025 (closing date)**. The **competition ends on** with the announcement of the winner.
- 1.4. The competition is not affiliated with LinkedIn, Facebook, Instagram, TikTok or YouTube and is in no way sponsored, endorsed or organized by the aforementioned social media platforms.
- 1.5. The competition is aimed at start-ups in the field of vegan food, which take part in the competition with one or several products in the category "**vegan cheese alternatives**".

Companies that meet the following **minimum requirements** regarding the company and the product listed in the application are eligible to participate:

- Requirements for the Start-up:

- The start-up must have been founded in 2010 or later, with registered office (legal registration) in the EMEA economic area; the decisive factor is that the company's registered office is located in one of the countries listed in the annex to these Terms and Conditions of Participation.
- Companies must be in possession of valid IFS or BRC certifications (IFS Higher Level and BRC Global Standard) for finished products that ensure compliance with quality and safety standards or be able to submit proof of such certifications in the course of the competition.
- Willingness to market the winning product under Lidl's Vemondo private label brand.

- Product Requirements:

- Products must be suitable for retail distribution as a "vegan cheese alternative" under the organizer's Vemondo private label brand.
 - Applicants may participate with a "**marketable product**", an "**innovative product**" or with an "**innovative technology**".
 - A **marketable product** is a product that has been approved for sale in Germany at the time of the application and that meets all applicable food safety and regulatory standards.
 - An innovation (innovative product or innovative technology) is an ingredient or technology that can revolutionize the production of cheese alternatives without being a marketable product.
 - It is also possible to apply with an innovative technology or an innovative ingredient without a specific product if these are marketable or are about to become marketable. The market maturity of an innovative technology or an innovative product must be expected to be achieved no later than within six months.
 - If a participation with a "marketable product" or with an "innovative product" is envisaged, the product must have a minimum shelf life of at least 10 days from delivery to the point of sale.
 - All products must be authorized for sale in Germany and meet all applicable food safety and regulatory standards.
 - Excluded from the competition are technologies that have not yet been approved in the EU due to their production process.

For further details regarding the minimum requirements, please refer to our FAQs

2. Participation in the Competition

- 2.1. An application for the competition can be submitted from 03/18/2025 up to and including 04/27/2025 (closing date) on the microsite [Lidl x ProVeg Cheese Alternative Innovation Competition - Lidl Deutschland](#) All participants must fill out a questionnaire and accept the conditions of participation.
- 2.2. Applications are only accepted in German or English.
- 2.3. To participate, one or more contact persons in the company must be named who will submit the application on behalf of the participants.

These points of contact must be natural persons acting for the participating companies, having been authorized to do so as part of their employment. By submitting the application, the persons acting on behalf of the companies confirm that they have the permission of the company named in the application to participate in the competition.

- 2.4. Participation in the competition is free of charge and involves three phases:

1. 03/18/2025 – 04/27/2025: Application Phase

Applicants are all start-ups that submit an application via our website [Lidl x ProVeg Cheese Alternative Innovation Competition - Lidl Deutschland](#) by 04/27/2025 (closing date).

In the case of an application with a marketable or innovative product, the application must include a sample of the product if requested by ProVeg.

Submissions must be made by 04/27/2025 to the following address:

ProVeg e. V.
z.Hd. Incubator Team
Genthiner Straße 48
10785 Berlin
Germany

Participants must observe any refrigeration requirements when shipping and communicate to ProVeg any refrigeration requirements for storing.

2. By 05/18/2025: Selection of Finalists:

Applicants whose applications meet the minimum requirements and who are accepted for participation will be notified by ProVeg and will take part in the competition.
(See also FAQs).

ProVeg Incubator will review applications and conduct interviews with selected start-ups to assess innovation, vision and readiness for scaling.

Participants will be notified by ProVeg when they reach the respective next round, with the finalists being selected by 05/18/2025.

3. Final Including Tasting Event with a Judging Panel

The finalists will be invited to take part in the final in Bad Wimpfen, Germany. A maximum of 10 participants will be invited to the final. The winner will be determined after the final tasting and after a further exchange with the best finalists.

2.5. It is possible for participants to submit more than one entry.

2.6. The time at which the application to participate in the competition is logged electronically in the organizer's system is decisive for determining whether it has been submitted on time. The organizer may exclude applications that are received after the closing date or that do not meet the requirements of these Terms and Conditions of Participation in any other way. Regardless of this, the organizer is entitled to consider applications even after the closing date has passed, to offer extension periods or to allow participants to move up to the next round or the final.

3. Selection of the Winners; Prize Award

- 3.1. After the closing date for applications has passed, a judging panel will select the winner from all finalists who have reached the final round and have presented their entries to the judges. For this purpose, there will be a further exchange with the best finalists.

The winner is the company that has won over the judges with regard to the product and the requirements placed on the product and the company.

Assessment criteria for products are:

- Taste (compared to its dairy counterpart) (40 %)
- Texture (compared to its dairy counterpart) (20 %)
- Appearance (compared to its dairy counterpart) (10 %)
- Overall value proposition, ingredients, sustainability, price (15 %)
- Scalability (15 %)

Assessment criteria for a technology or an ingredient are:

- Potential to improve current plant-based cheese alternatives (40 %)
- Scalability (15 %)
- Competitive cost (15 %)
- Degree of innovation (30%)

- 3.2 The winner shall work closely with Lidl to bring a delicious cheese alternative to the market.

The winner will be listed for the product brought to the market under the Lidl private label Vemondo for at least 3 months in at least 50 stores. The exact duration of the listing and the number of stores depends on the winner's ability to deliver.

- 3.3. After the competition has ended, the winner will be notified by organizer by e-mail. The names of the winner will be published when the product is launched; the launch is estimated to take place approximately 6 to 12 months after conclusion of the final round.

4. Participants' Obligations

- 4.1. Throughout the entire competition, participants are obliged to answer the questions on the application **forms** truthfully, and any statements made in the further selection process must also be truthful, see also 4. 7.
- 4.2. Participants are obliged to inform the organizer without undue delay of any changes, such as to the packaging or ingredients, that could have a bearing on the assessment.
- 4.3. The submitted products and presented technologies must be the participant's own products/technologies. Any signs of product piracy or the infringement of industrial property rights (e.g., patents, utility models, trademarks, designs), copyrights and related rights may lead

to the disqualification of the participant.

- 4.4. Any changes to the company details provided during registration and in the application forms, such as the mailing address or contact information, must be communicated to the organizer without undue delay throughout the competition.
- 4.5. If it transpires that participants have breached their obligations or, for example, have provided inaccurate or inaccurate information, participants can be excluded from the competition at any time.
- 4.6. Participating on the basis of inaccurate details or third-party identities is not permitted. Nor is it permitted to participate using disposable e-mail addresses, electronic registration systems or scripts, tender agents, other automated mass participation procedures or other unauthorized means to gain an advantage.
- 4.7. Participants are responsible for ensuring that no unlawful or infringing information is provided. All information as well as participation in the competition must be permissible under the law of the country of the company headquarters as well as under German law.

5. Exclusion of Liability

The organizer is liable for damages – regardless of the legal basis – in the event that it acts willfully and knowingly or grossly negligently (fault-based liability). In cases of ordinary negligence, the organizer is liable subject to a lower liability standard in accordance with statutory provisions (e.g., for due care and diligence in its own affairs) only

- a) for loss of life, bodily injury or injury to health,
- b) for damage caused by the breach of a material contractual obligation (obligations that are essential to the due and proper execution of the contract and on the performance of which the other party to the contract regularly relies and is entitled to rely);

in the latter case, liability is limited to compensation for foreseeable damage that typically occurs. The aforementioned limitations of liability also apply to breaches of duty by or for the benefit of individuals whose fault is attributable to the organizer in accordance with statutory provisions. They do not apply if the organizer or the aforementioned persons have fraudulently concealed a defect or in the case of claims arising from a guarantee of quality or for claims under the German Product Liability Act (*Produkthaftungsgesetz*).

In particular, the organizer cannot be held responsible for the loss of any samples (products) that do not fall within the organizer's sphere of risk or for any disappointment caused by participating in the competition.

6. Miscellaneous

- 6.1. The organizer reserves the right to change, adapt or terminate the competition at any time without prior notice and **without** stating reasons.
- 6.2. In particular, the organizer is also entitled to change, adapt or prematurely terminate the competition if proper running of the competition is no longer ensured. This may be the case, in

particular but not exclusively, in the event of unauthorized intervention or manipulation by third parties, due to technical or mechanical errors, such as the failure or impairment of hardware or software, as well as for legal reasons.

- 6.3. Furthermore, the organizer reserves the right to exclude participants from the competition at any time, without stating reasons and without prior notice, if they fail to comply with the Terms and Conditions of Participation or if there is reason to suspect that they have provided inaccurate information, manipulated or attempted to manipulate the competition or used unauthorized aids. By the same token, the organizer is entitled to request a statement from participants if there is reason to suspect that any grounds for exclusion apply. If the participant fails to respond by the set deadline or is unable to refute the suspicion, this constitutes another case in which the organizer is entitled to exclude the participant.
- 6.4. If participants travel to attend the final, all travel costs, including the journey to and from the event, shall be borne by the participants.
- 6.5. If these Terms and Conditions of Participation are also made available in another language, the German version of the Terms and Conditions of Participation shall take precedence in the event of any discrepancies or differences in interpretation.
- 6.6. The prize award is not transferable to third parties. No cash payments will be made, and the judges' selection of the winners is final and may not be appealed.
- 6.7. The law of the Federal Republic of Germany applies to the exclusion of conflict of laws provisions and the UN Sales Convention.
- 6.8. Should any provision of these Terms and Conditions of Participation be or become invalid, either in whole or in part, this shall not affect the validity of the remaining provisions of the Terms and Conditions of Participation.

Annex:

Countries in which the registered office of the participating company may be based:

Armenia
Azerbaijan
Bulgaria
Czech Republic
Georgia
Hungary
Moldova
Poland
Romania
Slovakia
Ukraine
Denmark
Estonia
Finland
Iceland
Latvia
Lithuania
Norway

Sweden
Albania
Bosnia and Herzegovina
Croatia
Cyprus
Greece
Italy
Kosovo
Malta
Montenegro
North Macedonia
Portugal
Serbia
Slovenia
Spain
Turkey
Austria
Belgium
France
Germany
Ireland
Luxembourg
Netherlands
Switzerland
United Kingdom
Algeria
Bahrain
Egypt
Israel
Jordan
Kuwait
Lebanon
Libya
Morocco
Oman
Qatar
Saudi Arabia
Tunisia
United Arab Emirates