

KING PIE: LOYALTY PROGRAMME T & Cs

General Information:

1. The King Pie Loyalty Programme is operated and issued by King Pie Holdings (Pty) Ltd (hereinafter referred to as “King Pie”) and its franchisees in all stores national wide (within South Africa).
2. Loyalty points (referred to as Crowns) can be earned and redeemed in any of the participating stores. Stores can be added or removed at King Pie’s discretion.
3. The Loyalty Programme is not available to King Pie stores outside of South Africa or any permanent or casual employee of the King Pie group.
4. To register for the Loyalty Programme, you will need to supply the cashier with your full name and cell phone number, DOB and ID number are optional, which will be confirmed by an SMS.
5. Only 1 cell phone number may be registered per user. A number may be changed to a new number, however 1 user may only have 1 cell phone registered at any single given time.
6. It is incumbent upon members to ensure that their personal and contact details are correct at all times, in order to keep earning and redeeming Crowns.
7. Your Crowns cannot be exchanged for cash.
8. Crowns may not be sold or transferred to another party.
9. Abuse of the programme by any members entitles King Pie to terminate the member’s membership from the programme and the member will forfeit any Crowns earned. Dependant on the abuse as stated above, King Pie reserves the right to lay criminal and /or civil charges against the member.
10. King Pie reserves the right, in its sole and absolute discretion, to terminate the Loyalty Programme at any stage by giving 30 days’ notice to the members.
11. Participating King Pie stores may use your purchasing information, in conjunction with information about you provided by third parties, for market and product analysis, in order to generate statistical reports for internal and external use. In addition to participating stores using the information, King Pie must also have such right.
12. The earning and redeeming of Crowns may only be used in accordance with these Terms and Conditions.
13. King Pie reserves the right to make changes to the Loyalty Programme and to amend the programme's Terms and Conditions as they deem fit.

Earning Crowns (Loyalty Points):

14. Crowns can be earned with any product purchased at King Pie. Crowns will be earned at a rate of 5% back in crowns on your total spend. Crowns are valued at 10 crowns per R1 spent. For example, if you buy something for R30.50, you will receive 5% back in Crowns – which is 15,3 Crowns, which equates to R1,53.



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15. King Pie reserves the right to change the earning rate and/or value of Crowns at any time, at its own discretion. Due notice will be given of any changes.
16. To earn Crowns at selected King Pie stores, you need to inform the cashier that you are a Loyalty Programme member.
17. Crowns lost or forfeited due to a cashier not adding your membership details to your order cannot be claimed retrospectively.
18. Your Crowns will be reflected on your membership instantly and are valid for 1 (one) year from date of purchase.
19. In the event that Crowns are unable to be allocated to your membership due to system errors or down time please retain your proof of purchase so that these Crowns can be allocated to you at a later stage. Please note that we will be unable to allocate these Crowns at a later stage if you do not produce a valid proof of purchase.
20. Upon registering on the King Pie Loyalty Programme, every person will be instantly loaded with 25 Crowns (R2,50) to start redeeming immediately.

Spending Crowns (Loyalty Points)

21. There is no minimum Crown balance needed in order to start redeeming.
22. Upon placing your order at participating stores, please advise the cashier that you wish to use Crowns as a discount against your purchase. Your Crowns balance will be reduced by the equivalent value spent.

The Validity of Crowns (Loyalty Points);

23. King Pie reserves the right to purge the points on any membership that has been inactive (i.e. no points earned or redeemed) for a period of over 12 (twelve) consecutive months.
24. All Crowns earned but not redeemed within 12 (twelve) months will automatically expire.

Additional Rewards:

25. If you spend R90 or more per month (calendar month) once registered on the programme, you will receive 1 (one) free large pie in the following month. The large pie is only valid to redeem within the following month, and if not redeemed will expire after a month. This reward of a free pie is over and above any Crowns earned during that month. King Pie reserves the right to change this at any time, at their discretion.

