

# £15 off new customer first order over £20 (excl. fees) with Code: 15HELLO at restaurants in Eligible Areas (in-app only)

25th May, 2026 - 7th June, 2026

## £15 Off DELIVEROO PROMOTION RULES

These are the terms and conditions (“Rules”) that apply to the £15 off new customer first order over £20 (excl fees) Promotion (“Promotion”). Available in-app only. By entering the Promotion, each entrant agrees to these Rules and confirms they have read and understood the Deliveroo Privacy Notice at <https://deliveroo.co.uk/privacy>.

1) **Promoter:** Roofoods Limited (trading as Deliveroo), a company incorporated and registered in England and Wales with registered company number 08167130 and registered office address at River Building, Level 1 Cannon Bridge House, 1 Cousin Lane, London EC4R 3TE (“Deliveroo”).

2) **Entry period:** The Promotion opens for entry at 0:01 am (UK time) on 25th May, 2026 and closes at 11:59 pm (UK time) on 7th June, 2026 (“**Entry Period**”), unless all codes are redeemed earlier than anticipated or if the Promotion needs to end earlier for any other reasonable reason. Deliveroo will update these terms should the promotion end earlier than 11:59 pm (UK time) on 7th June, 2026.

### 3) Eligibility:

Only customers who meet the following criteria are eligible:

- A. To participate in the Promotion, entrants must be a legal resident of England, Scotland or Wales and at least 18 years old at the time of entry. Residents of Northern Ireland and the Republic of Ireland are excluded.
- B. Entrants must be an “**Eligible Customer.**” “Eligible Customer” means:
  - i) a new customer of Deliveroo who will be using their Deliveroo account for the first time to place an order. If you have previously had a Deliveroo account you will not be eligible for the offer; and
  - ii) the Promotion is displayed to you in-app once logged in
- C. The Promotion can only be redeemed in-app. Redemption on web is not available.
- D. The Promotion is subject to geographical restrictions and some areas are excluded. See Appendix 1 for a full list of areas that are Eligible (“**Eligible Areas**”).
- E. Internet access is required to enter the Promotion.
- F. Deliveroo reserves the right at any time to require proof of eligibility in such form as Deliveroo reasonably considers necessary.

4) **Promotion redemption:** To redeem the Promotion, entrants must complete the following steps during the Entry Period: To use the voucher, Eligible Customers must open a Deliveroo account, apply the code 15HELLO to the vouchers and credit section at Basketin the app, and place a Qualifying First Order within the relevant Promotion period. A “**Qualifying First Order**” means a paid-for and delivered Deliveroo order in the app of a minimum value of £20 (excluding any applicable delivery, service charges, small order fees or other fees, tips or donations) with a participating restaurant in an Eligible Area. Certain products, including age restricted items, are excluded and the value of any restricted products does not contribute towards the minimum spend. A maximum of one code can be redeemed and used per customer.

**Free delivery fees:** All new customers will also receive free delivery fees for 30 days if they open an account and place an order between 25 May and 7 June 2026 when they spend £10 (excl. fees) at restaurants in Eligible Areas (in-app only). Other fees will still apply.

5) **Promotion conditions:** The following conditions apply to the Promotion:

- A. The Promotion is non-transferable, non-refundable, non-exchangeable and no cash alternative is available. However, if Deliveroo considers it appropriate, or if it becomes necessary for reasons beyond Deliveroo’s control, the Promotion may be varied or swapped for a suitable alternative in Deliveroo’s discretion.
- B. The voucher part of the Promotion cannot be used to purchase age-restricted products or early stage infant

formula

C. The Promotion is subject to Deliveroo Voucher and Account Credit Terms. The entrant should ensure they are aware of any applicable expiry dates. The Promotion can only be redeemed on the Deliveroo app.

D. There is a limit of 332,986 vouchers that can be redeemed in-app before 11:59 pm (UK time) on 7th June, 2026. The Promotion may be increased or withdrawn if Deliveroo considers such changes reasonably necessary to ensure the fair and proper operation of this Promotion or if maximum redemptions are reached before the Promotion end date. Codes may be increased at Deliveroo's sole discretion.

E. Deliveroo reserves the right to cancel the Promotion with respect to a participant if it suspects that the participant is not an eligible entrant or is not otherwise acting in accordance with these terms and conditions, or any of Deliveroo's terms of use.

F. The minimum order value to redeem the Promotion is £20, excluding any restricted products and fees (delivery, service, and small order fee), tips and donations. Certain products, including age restricted items, are excluded and the value of any restricted products does not contribute towards the minimum spend.

G. The Promotion is subject to geographical restrictions and can only be used on orders delivered to eligible areas (see Appendix 1).

H. This Promotion may be used in addition to available item discounts. Other promotions may not be applicable, see in app. Where an alternative promotion is available, the highest-value discount applies automatically. Customers can choose an alternate promotion.

I. Not all payment methods are applicable on orders using this Promotion.

6) **Liability:** Deliveroo will not be liable for: (i) any loss that is not caused by Deliveroo (or any person acting on Deliveroo's behalf); (ii) any loss caused by any event or circumstance beyond Deliveroo's reasonable control; (iii) any loss of profits or revenue, loss of anticipated savings or loss of goodwill; or (iv) any unavailability of the Deliveroo app. However, nothing in these Rules limits or excludes any person's liability for death or personal injury caused by negligence, for fraud or for any matter for which it would be illegal to limit or exclude liability. In particular, consumers have legal rights in relation to products that are faulty or not as described and services which are not performed with reasonable care and skill and these legal rights are in addition to and are not affected in any way by anything contained in these Rules. Further advice about consumer rights is available from any local Citizens' Advice Bureau (<https://www.citizensadvice.org.uk/>) or local Trading Standards office (<https://www.gov.uk/find-local-trading-standards-office>).

7) **Cancellation and variation:** Deliveroo reserves the right to vary, suspend or cancel the Promotion and/or these Rules if it considers it necessary or appropriate to do so, including but not limited to if:

- a) there is any actual or anticipated breach of applicable law;
- b) fraud, abuse, and/or an error (either human or machine) affects or could affect the proper operation of this promotion or the awarding of prizes or offers, or;
- c) variation, suspension or cancellation is necessary due to an event outside Deliveroo's reasonable control.

8) **Law and jurisdiction:** The Promotion and these Rules are governed by English law, and any disputes arising in connection with them shall be subject to the exclusive jurisdiction of the courts of England and Wales, except that residents of Scotland may also bring proceedings in the Scottish courts.

9) **Personal data:** Entrants acknowledge that any personal data of entrants will be processed in particular for the purposes of administering this Promotion and in accordance with the Deliveroo Privacy Policy at <https://deliveroo.co.uk/privacy>.

10) **Contact:** Enquiries about this Promotion can be sent to Deliveroo at: [customersupport@deliveroo.co.uk](mailto:customersupport@deliveroo.co.uk)

## Appendix

### 1. List of Eligible Areas

MOS
GWE
BRM
MVK
CHE
FRO
WRD
LIV
EDS
DUL
BAT
MMS
MC
HTP
WME
ALH
EDG
OXN
OXE
WAN

EAL
BSTW
TOO
FAL
GLC
TWI
SBU
FCH
CW
WBR
BNC
STR
VKO
PUT
LC
HME
EBW
SOU
WIM
LEI

CAR
RIC
GRE
EDN
LTH
BB1
REA
GUI
CR2
KND
CHP
BSTH
CHO
SHE
HBY
CHL
WBCH
OXF
NOR
CW1

PEC
TH
STO
LEW
GYAR
ABD
CST
EXE
YOR
COV
GBC
BOU
HOLL
NAY
SUD
SIV
THT
SAU
CW2
FIN

SEL
MHB
BQR
WIR
CRK
STA
WLM
SAL
LUR
DUR
EMH
GGF
SNK
RBS
BRU
BTS
CHR
CPP
WLL
S1

DIN
SY03
BEC
HAR
BTH
WHV
S2
BT3
CIR
BRO
DMG
MK
BRA
SY01
DN01
ER1
SY02
CTTN
BT1
WIN

BTE
RTW
JOL3
PRE
JOL1
JOL2
JOL5
JOL4
JOL8
JOL6
JOL7
JOL9
BR2
MR1
CAS
SOT
SOL
BRME
BR1
ER2

RLS
CHEA
EP1
POO
SEV
PIN
HUD
MID
LT1
WAR
HOR
PLY
WIG
SWI
WAL
WGR
SWA
SAN
CLM
BLE

SLS
BOR
STH
LOU
INV
SHR
UXB
HAN
DND
EDW
NMC
EDP
LAN
CRO
LVN
SUR
AYL
BYR
TRFM
NTH

REI
CAN
STI
BT2
PET
BRD1
KNU
BEX
NBC
BRK
SID
EAB
NTA
BLW
CBR
ISLGAP
WEY
WOT
ESH
BRD2

PGS
CLH
NWP
ENF
NP02
SWF
ORP
SUA
BRW
BGR
BVS
PER
TQY
RUG
STAN
WOK
EMS
BAN
SLO
BKS

HIT
BT4
GGFE
AZW
IPS
BAR
UPM
CHS
HWC
CRW
CLC
SHW
RDG
MDS
ILF
BARK
WLW
ELT
RNP
GPA

FLT
MTC
STL
CNN
BWD
HAY
RSL
ECC
CGF
CHA
MAID
STEV
WLSL
DOR
BOO
WRT
BOL
EST
NWB
CHH

BSE
HAL
HAST
ASH
HOL
LUT
OSHE
PRSN
ROCH
DRY
BKPL
ORTHM
STAI
WAK
BED
DRYE
DRYW
BSF
BIRK
BSL

EX2
OWLSL
OSOT
ONTG
OGLC
ODER
ODND
OEDN
OHUL
OLC
OBOU
OBRM
WFD
ONTH
OSOU
OPRSN
OREA
OSLO
OSOS
OSLGH

EMC
WMC
NR1
OHUD
NR2
HAX
HLPR
PLYN
HPBN
PSL
LUL
GRY
AB1
SND
OBRM2
EH1
DON
SDW
BLR
DRT

EH2
AB2
AUL
WLH
HOS
WRG
WGN
ARND
KEA
BSHM
HRL
SLE
EX1
HGV
RNF
ALSM
NUN
AB3
FRH
RTH

BTR
OLH
EX3
NWTL
SHL
HWH
CHU
PTY
WLY
HRP
BXB
SCR
WOB
NWPA
FLM
RNH
HRF
BGTM
DRNM
SWLM

SWC
GRV
RYA
CLBM
FLE
OABD
GOS
TAU
KENM
WSM
MRG
CHSS
STF
CRA
OXC
DNB
EDM
FLK
BNB
BRT

ESL
BRCH
BRCR
BNCH
BTHN
KNH
AYCL
CRE
BSW
OWKN
BA01
RED
OHWH
HRT
DRG
FSF
S4
CDN
NPSS
IP1

BTHS
IP2
OPTY
PTC
GBL
SNCH
NANT
IP3
LTL
PCH
STS
WTV
LL01
CRS
TRB
ADV
LL02
HSTC
OSTR
ABI

KETT
HMH
LOW
WTL
WDN
GRM
EKL
TON
SA
BROM
SCU
DNS
OLDN
EPRD
DEW
CNK
SCB
MRF
HML
BILL

GRST
MKY
IVK
GL01
LHP
OSS
HOP
CRB
LAND
BARN
DENN
FOXH
BRNH
MSG
BLCY
THOR
RTHT
LGH
RSH
BCD

LGHB
BRN
BRRY
BOWT
LEA
LNTG
BNS
RUAB
BABD
BLTR
SLEI
CLAN
HYT
WKF
WHH
GL02
STPH
WARM
GL03
WHIT

RDD
PREA
POXF
PTF
PEM
PL01
BA02
HUR
NLB
RUN
EVER
HOLG
BROA
SIT
TLF
FINE
LGW
BURS
CANF
RAU

MOT
HMP
WOL
KLY
PE01
WELL
NE01
BRDG
YEO
BYW
ALS
DOC
CLBK
BOZ
DOV
LLA
NE02
BCT
WISH
DCT

CWM
SKM
ERD
NPL
EXM
BFSW
BLY
WIT
MNG
HDM
GRC
MTY
CROF
CGT
GVN
WTY
EDC
EDSW
CALDE
LARK

ACG
NCT
DESB
CLS
PTT
ELY
FLW
YTE
CVS
EPP
NWK
FET
ALLB
DUM
CTG
GCE
ILB
HUN
SPL
SNS

KDM
SWD
NWT
LIMG
NRY
YVT
MCKF
BFW
BGW
BIF
BGH
MLV
ANS
OAD
NRT
BLK
NWQ
WHM
CRDB
LET

BRD
PAI
NWM
WUD
SHEER
PHN
MMB
FRW
CDH
AST
BPRT
EVI
BLLG
KKL
CRHT
KGH
DEE
BRSN
OMK
ACC

DMB
DAV
MMILL
LHRR
DEA
SN01
SPA
WOLL
STAS
BRED
LLAN
BLP
NEM
DDL
EWLSL
BRH
GOD
ABB
NPT
SPRK

CBE
CCS
KIL
CLV
CLE
HULM
PTS
GRN
EVE
WTF
EGS
ILK
GLEN
SN02
SLT
KRK
ALL
POTS
WHT
WTH

KTO
GLS
LWS
WSB
NEA
WKT
NKT
ABE
MAR
UCK
GLN
ELG
MDF
FLX
RDC
MEL
GOO
FLI
ALT
CHM

BA04
PTD
SNY
EBS
BON
TEW
LEV
TIV
RYD
ANT
ROY
BID
GNS
LLD
MLD
KIR
SPN
SNH
TRE
IRV

ARB
ASN
BBG
BNH
CVD
DEV
FAV
NWOL
LCH
TOT
PNZ
SDN
SLN
RHY
OSW
RGL
CNG
LYM
WNG
WOLS

BYG
SLF
CWB
LEK
DNZY
FRM
ESW
RAD
SKG
SWM
STD
HLM
AIR
TRU
PAD
CAI
CON
COW
HWI
LAR

MAG
NTW
NTL
OMH
PBD
PST
RMD
BOS
STON
TGN
GRI
CTW
CWN
NES
PLE
SFD
BUX
RAW
CRU
BPL

SVB
HEN
IOWN
WKB
BGRN
EMRG
WBRS
RMSY
OKNH
PKCH
OILB
OBTE
DN02
IOS
WHOR
RSN
BGC
FILE
OCLBM
OKPT

OEDG
ALC
DN03
OPSL
WTHM
INK
LSB
INNS
GLOW
HOC
WBRD
SMTH
HPMV
VXH
CLAY
OAW
EBRD
USH
SBRD
WWP

SRD
HPBE
HGHB
NBRD
OBRD1
HPBA
OBRD2
KLT
ELEL
LLV
CROS
DLST
SASU
WWD
JDT
SOUW
HPME
WDBY
WLD
ABT

HCR
NUT
SCC
HPSF
HPWW
CM1
STNW
NWH
TOY
PPT
GLH
NPS
BURG
NTT
HLT
SOUE
ESHE
HUY
RAI
DWT

NEH
HGH
ABH
WTHR
KLG
ASHT
LEAB
CRH
TBU
RKCO
WDC
OGGW
PLTN
EGEN
HPBS
HEYS
LNNO
BPG
CM2
LANG

GFK
ASHD
PLST
LGRN
HPHX
STP
MORE
BRGG
ORNF
OWIN
PLAW
TLR
HPCM
SRFH
ASHC
KYHM
BRAD
OXLS
ELTP
ABF

CTP
KNB
EXEW
CHN
CVB
LLDN
CHRC
EXES
CHNW
BBH
SCLM
ECLS
KNWL
SMDS
CAER
MDWF
LLZ
HHEG1
ELME
EDMT

TOTN
NPR
LCK
CHIN
LASH
PDB
DCE
EHOR
WRSW
UPHL
RAIN
BCLV
SOXF
WCOV
NOXF
ECOV
STNL
BRP
SHIN
SHER

RGU
HTN
DKN
STNB
BLCM
EOXF
EXEE
DCW
BTHW
GGDP
STAV
CHRL
DURU
BRGR
WOXF
NMDS
TTR
CRHL
PRT
SAYS

PREN
TSHM
BOVC
NP01
MGTG
WALT
EMDS
SABD
SVLE
ESTN
WRO
GTAM
BUNY
CBH
CHES
BING
SDY
PNTH
CHAD
BOD

DOWN
OTF
OTT
COTT
THERN
DRK
BRLF
NAD
SRH
CRICK
FLNT
LECN
SASH
KSHY
MFLD
HPWE
NAVS
SBB
BECC
WSTW

BATL
CHEB
HPKT
WLTN
STDN
WESTE
WALK
HULW
HULE
SALTE
CLEC
HALP
BRNS
LBEV
ANBY
SNO
HPAC
CDON
HOB
LEDA

EPRS
NPRS
OWAK
WPRS
SOUC
BARBY
OGCE
HPNO
CKT
DUNS
LDEW
HATF
MILL
EDGW
KING
ESTR
MKW
HVNT
WLWT
BOW

HESW
PECN
ISTW
THRP
WICK
WBOL
TURT
MOD
SKEA
NBOL
HOO
EUST
LTE
WPNG
WLG
WTB
WCT
LUTT
SPBR
BSY

CBW
WLOO
SPD
EBOL
PSNT
CHLS
SSEA
WKEA
CAMNE
CAMS
CAMW
MLG
BLCN
HHTH
DESF
CSTS
PL02
LTLT
PL03
SN03

DUND
STRN
SLIN
WNW
SWAE
CDND
MUM
HPCT
DUV
SUB
LYMM
KBG
SWAN
NEW
OSWA
SWU
UDND
CNS
BDND
EDND

WOR
NLIN
WLIN
WDND
SBOL
WSH
DRM
MAS
MOL
NLS
PTH
RET
SIVC
TRA
WNT
SKC
BRS
DNF
BRY
RUS

GGW
NTG
BAL
RTHM
UPT
BSAL
KIN
SHLT
EPS
CHI
HCN
CLA
BRX
ROM
BOHV
ASTL
EC
LEY
CNV
ME

SHRL
WRX
LL03
WKN
WVR
CPH
FARN
CLN
BRCK
YTM
WKS
GLOE
MNS
CHF
FAK
ALD
ASSU
SBLD
BNYB
FRL

ALF
QDG
BXS
EP2
LT2
CAB
NHP
HDT
CAM
WC
ISL
FUL
BEL
HEA
DAL
LBR
BAS
BTC
HAM
WEM

WAT
DER
HRO
WCH
DID
HER
LS
FWT
SUT
RDM
OLEI
WOMM
ABR
LIN
WOMB
BRWD
NBG
STK
HEM
SHMM

PRL
CNEM
BEV
WRKH
TN1
TN2
HUL
OXL
SMOU
CDB
BIRS
BRGH
BROX
BAG
SOTH
PEN
MOOR
CMB
ESLE
MAC

HORM
EGG
POT
SHRB
PE02
BLF
BIG
STM
BFC
EDBRC
WRGT
EDDUL
HLYT
CSTR
CAMR
BLSM
OLR
WLCT
SWIC
NORE

NORW
EDACT
EDPLG
EDICR
EDMTW
EDWHI
EDWNW
EDBSY
MTHW
NORN
ELIN
HTS
SWIS
PORT
EDMDV
HSF
NORC
DYT
RWB
WNBR

STIV
CDSL
CTBR
NRCK
TQ03
BS01
BA03
HRB
PE03
EDBER
EDBCP
EDBYR
ML02
ML03
ML01
EDCAN
ERSW
HCK
HR01
BLO

IOWC
CM8
RG05
IOWR
EDCRE
KY02
SHM
RH01
THR
NDND
MK01
BH01
HR02
IOWS
KNOW
PE04
RH02
RH03
RH04
WYM

BH02
TTH
BH03
KY03
MK02
MK03
NN01
NN02
COS
OX01
DG01
POR
DG02
YO01
TA01
NP03
TA02
YO02
TR01
FAR

HU01
LN01
LN02
DG03
OX02
OX03
TR02
DRAY
HAV
HU02
PO01
BRNK
PO02
DD01
SP01
SP02
SP03
CF01
CF02
CF03

DL01
CO01
DL02
DT01
DT02
TQ02
TQ01
LN03
RMG
CB01
CSC
IV01
PO03
IV02
IV03
CB03
PO04
PO05
BS02
RG01

RG02
DD02
DD03
SECL
PH01
SO1
SO2
PH02
SANQ
CT01
IV04
HG01
HG02
KA01
G01
CT02
CBB
DE01
RG03
RG04

SO3
TD01
DE02
DE03
TD02
TD03
G02
GU01
PH03
GU02
DE04
BS03
CB04
KA02
PH04
KY01
CA01
CA02
PH05
PA01

CB02
FK01
PA02
SG02
ME01
SK01
STRD
ME02
LE01
ME03
LS02
OVR
LE06
CH01
LA01
LA02
LA03
OL01
OL02
SG01

SG03
PR01
PR02
PR03
TS01
ST01
CH02
LE08
FK02
FK03
DY01
ST02
ST03
TS02
ST04
DH01
WV01
TF01
DH02
WV02

TF02
LE02
WR01
WR02
WR03
LE07
SR01
WS
LE03
ME04
LE04
ME05
ME06
NG01
NG02
DH03
VWP
LE05
SO4
DY02

SWN
DY03
BLCK
GRMT
G03
G04
BD01
G05
BS04
HP01
HP02
HP03
BN01
BN02
BD02
B
BN03
CV01
CV02
PR04

M01
SK02
SK03
SK04
WA01
SS01
LD01
LD02
BL
WA02
WA03
HD01
LD03
AYS
AYR
BTHE
CFG
CBN
CO02
CO03

CM3
CM4
CM5
CM6
CM7
CV03
CV04
GLO
HAMP
GCK
HSL
HND
HD02
GU03
IV05
HX01
L01
L02
L03
LNGE

NE03
NN03
NG03
NG04
NG05
ML04
ML05
ML06
LS01
SHI
SOS
TN3
WMT
WNS
WDF
S3
BSACK
SPTD

