

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

20th July, 2026 - 16th August, 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 20th July, 2026 and closes at 11:59 pm (UK time) on 16th August, 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 16th August, 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 WELCOMEUK to the vouchers and credit section at Basket in 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 20 July and 30 September 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 16th August, 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

Appendix

1. List of Eligible Areas

zone
SKC
NHP
VWP
BEL
MMS
WPNG
HAM
WC
SBU
RIC
FUL
CKT
ESH
EUST
HME
WAN

RTHT
BAL
WVR
TWI
PUT
DUL
CLA
WIM
HEN
WIN
WOT
ISL
MVK
CBH
EC
ASHD
GRC
TOO
FCH
FARN

FIN
BAR
BKS
FRL
KIN
RKCO
POT
HRP
EPP
TLR
ASHT
SWN
KENM
LEA
STA
ELT
EAB
DOR
CLBK
BRX

STP
GOD
CVS
BWD
CHSS
MGTG
OXLS
ERSW
ELME
BIG
DAL
MAID
EGEN
WEY
GBC
ORP
RTW
CLH
EAL
GUI

PGS
TON
PIN
ASSU
WCH
LGRN
OTT
CHI
CHM
CGF
BRW
BILL
ERD
PRL
WGR
SEV
WOXF
BSY
RNP
FLE

STAN
PEC
BRK
BRO
EDN
TN1
HWC
UPM
BEC
GU03
KSHY
ABI
RSL
CB03
GU01
BRA
BOW
WLM
WKN
WME

ESL
HGV
TBU
STAI
REI
HRF
FSF
WOK
EPS
WRD
CW
STRN
WCT
HRO
MNG
WLWT
ALH
CMB
LBR
SLS

CHRC
SWF
SHW
EGS
RG04
BSF
SID
STNB
CHIN
HIT
GBL
ENF
HOR
EMH
CBW
WRO
BGH
GRE
DOWN
RWB

SOL
SO1
PCH
MUM
EOXF
CPP
DCT
VKO
ABF
OX02
HOS
NWM
HAR
SPBR
LEY
LET
DNB
WEM
SUA
SUT

FLT
AYL
LTH
BNC
CDN
ILF
WLY
DUV
PECN
SCLM
RGU
NWPA
WLOO
CAM
ALD
BAS
RMSY
WAT
LEAB
NWTL

WLW
ALT
CGT
HEM
BRAD
HCN
NAD
CT02
WTY
EDS
HWH
GWE
MHB
DID
BOU
STL
HR01
NWB
ASHC
SRH

PE03
CLM
EDM
SN02
BSW
WAR
RAI
PLAW
LEW
OAW
BXB
PORT
BEX
KLK
ROM
BA04
RLS
SOS
WAL
PNTH

WTH
AB3
WBR
MLG
FET
EDC
FAR
NTH
WRT
LANG
WTL
LE03
LCK
WELL
UXB
TRB
SHI
OXF
CRO
SG03

BRCK
PRE
NUT
OLEE
BROA
CRH
BRS
GLOW
BOD
SUR
WLD
SLE
EDMT
CHO
SAYS
CSTS
STAV
BNB
SWIS
INV

BTH
BOR
IP2
BRME
KNOW
CB04
BRT
HER
WOLL
STEV
BOHV
HUN
MDS
TOTN
SN03
CHEA
RED
RMG
BED
BSE

WOR
ECC
ADV
CTP
HOLL
STB
NN01
SLEE
CAN
HAY
BSL
LLZ
SOUE
CLC
EXEW
RUG
EDSW
CRB
AYS
FRH

MOS
NR1
CRW
SCF
HRL
SOUW
HATF
KEA
CST
INNS
CO03
ELY
ABT
WDND
WOB
SKEA
WBOL
SWI
PL01
PTC

MK
ASH
WPRS
STK
WCOV
REA
WYM
NN02
ESLE
WLCT
BLSM
STS
SLEI
SHE
OAD
TEW
FAS
CNN
KETT
CVB

SWIC
CHE
SVB
TAU
SVLE
PO04
WFD
STR
FRW
LLAN
GLH
BTC
IPS
MLY
BTE
POO
ARND
HCR
NGF
SSEA

LSEA
HAMP
ABH
ACG
CHF
ELIN
LOU
LTL
DRGH
CRA
EPRS
WCK
RSH
DWT
BOL
HTN
LUT
KSF
CCS
NOR

SLO
BTR
ABD
WRG
DND
SAN
GLO
PET
TAM
TLF
SBOL
SDY
SWU
BEE
DOC
BFC
GLC
AUL
BCLV
EXE

NBOL
SOU
SWAE
NORW
BRSN
HLO
MC
PLY
DCE
POR
ESTN
EDG
DER
KYHM
COV
HBAM
BSTW
YOR
DCW
BDND

EBOL
CRDB
LIN
ME
HLT
HEA
STAS
ERDN
RUS
DDY
LEI
CAR
EVI
NPS
BRM
HULM
SWA
SAL
PRSN
SCC

CRO
KIN
CNN
EMH
STR
PIN
RNP
EAB
WGR
CLH
BILL
NAD
RYA
TWI
DRT
WAL
SWF
BIG
WAT
RKCO

WLY
HRF
HATF
BRW
UPM
WIN
MAID
EGEN
STAI
LANG
LGRN
STP
STAN
BEX
SUT
DOWN
PLAW
ELTP
WLW
CHIN

WDC
OXLS
ELT
SID
LUL
ORP
SHW
WEM
HRO
KSHY
RSL
HAY
STL
FLT
HCN
SPBR
STEV
LET
HIT
LEAB

SLO
ASHC
TBU
CLBK
ENF
PDB
CHU
BXB
ROM
BOHV
LEY
PGS
EDMT
TOTN
ILF
BARK
UPT
CRE
ALF
MNS

OLR
BELB
KNV
STB
DDY
HLO
KSF
ROMS
BLH
LDE
FAS
HBAM
MLY
BEE
LSEA
DRGH
NLEE
IKLY
SLEE
OLEE

CYR
WND
NSH
ONEW
NGF
CLTM
CDW
SCF
ATH
ERDN
FAZ
POL
TAM
WHITT
NGH
SSH
ONGH
BDN
WCK
DEW

WAK
BATL
MFLD
CLEC
HOB
PTF
WLTN
OWAK
DRK
LDEW
EWLSL
SDW
WLSL
SND
SHMM
PTLE
HGLS
WSH
WOL
CDSL

NWOL
WLH
WOLS
WOMB
HUD
HAL
GRM
CNK
RGL
BRWD
BRN
CNEM
CHF
CLN
WKS
CNG
NRT
WNS
BRNK
COV

ECOV
HOL
NUN
WCOV
ASTL
BRGR
SHLT
STNL
BBH
LYMM
SHL
SKM
STRN
WGN
WNW
WRG
EVI
OAD
SLEI
ABB

ANS
BRSN
DESF
GLEN
HAMP
LOU
STAS
WOLL
ARND
BING
BSTW
CTP
ILK
LNGE
TLR
WFD
BUNY
GTAM
CHEA
HGV

SLE
STK
MAC
NPR
TLF
SRFH
WOR
ABH
NEH
HAX
BSTH
PPT
BIRK
DEE
EP1
FLNT
HESW
WKB
CRB
KETT

THRP
AUL
GLS
NEM
OLH
ROCH
ME
CHH
MID
RSH
WELL
STH
BKPL
FLW
BOL
PRE
SKEA
WBOL
BRY
EBOL

KEA
LGH
NBOL
SBOL
TURT
WKEA
ECC
PET
ESHE
ABT
NPS
WWD
ORTHM
OSHE
RTHM
TOY
JDT
LCK
SHI
STNB

ACG
BVS
HOLL
NLB
HCK
WRKH
DNZY
ALC
BROM
INK
KDM
RED
BLR
CHL
PRSN
EPRS
NPRS
WPRS
AST
SPRK

WBCH
NBG
BNS
WUD
DON
ALSM
HUL
DUNS
SOUC
ANBY
COTT
BEV
THERN
LECN
WALK
LBEV
DRG