



## Mum's guide to Hitchin - Hickory's Smokehouse, Letchworth Prize Draw – Terms and Conditions

Published Sunday April 19<sup>th</sup> 2026

By entering the Competition the entrant agrees to be bound by these terms and conditions and our [Terms of Use](#) including our [Privacy & Cookies Policy](#).

### 1. Promoter

The promoter is Mum's Guide To Limited ("MGT") of 17 Park Avenue South, Harpenden, Hertfordshire AL5 2DZ.

### 2. Prize

An Authentic, Southern Style Brunch Experience for 4 people, with Mimosas, homemade sodas or Georgia inspired sweet-teas for the full Southern experience (up to 3 drinks per person). Food to be chosen from the Brunch menu: <https://hickorys.co.uk/app/uploads/2026/01/01-Brunch-Menu-26.pdf>, which is served every day until 2pm. The prize must be taken before 31st May 2026 at Hickory's Smokehouse, Letchworth. Cannot be used in conjunction with any other promotions.

The winner will be contacted by MGT to arrange claiming their prize. Booking will be arranged directly between the winner and Hickory's Smokehouse, Letchworth, following MGT providing the winner's details to Hickory's Smokehouse, Letchworth, subject to availability.

The prize is non-transferable and there are no cash alternatives. MGT reserves the right to replace any or all of the prizes with an alternative prize or prizes if circumstances beyond MGT's control make it necessary to do so.

### 3. Eligibility

This Competition is open from Sunday April 19<sup>th</sup> 2026 to residents of the UK who are 18 years or over, except employees of MGT and their families, and anyone else professionally associated with the Competition.

Only one entry per person is permitted and entries that are automatically generated by computer will be disqualified.

### 4. How to enter

To enter the Competition, an entrant must send an email to [hitchincomp@mumsguideto.co.uk](mailto:hitchincomp@mumsguideto.co.uk) with the subject line "Brunch at Hickory's", along with their name and contact telephone number in the body of the email.

The closing date for the competition is 23:59 BST on Thursday April 30<sup>th</sup> 2026 ("Closing Date").

No purchase is required.

Late, illegible, incomplete or inaccurate entries will not be accepted. No responsibility can be accepted for lost entries and proof of transmission will not be accepted as proof of receipt.

The winner will be drawn at random from all entries received by the closing date. The decision of the judges is final and no correspondence will be entered into.

### 5. Notification

By entering the competition the entrant agrees that, should they win, their personal details as provided to MGT will be passed on to Hickory's Smokehouse, in order for the prize to be awarded.

The winner will be notified by email and/or by telephone (using the email address and/or telephone number provided at the time of entry) within 7 calendar days of the Closing Date.



If MGT cannot contact the winner via the email address and/or telephone number provided at the time of entry by 23:59 BST 10 calendar days after the Closing date, MGT reserve the right to re-draw a winner who will be notified immediately by telephone using the telephone number provided at the time of entry. Should that alternative winner not be immediately contactable by telephone, MGT reserve the right to keep re-drawing a winner until a winner has been found who is contactable by telephone immediately.

The winner's name will be available 6 weeks after the Closing Date by contacting us: <https://www.mumsguideto.co.uk/hitchin/contact.php>

## **6. Publicity**

The winner agrees to take part in any post-competition publicity, including a photograph which may be published in the local media.

## **7. Limitation of liability**

To the extent permissible by law, MGT will not be responsible for or liable to compensate the winner for any loss, damage, personal injury or death as a result of taking up the prize except where caused by the negligence of MGT.

## **8. General**

If there is any reason to believe that there has been a breach of these terms and conditions, MGT may, in its sole discretion, reserve the right to exclude an entrant from participating in the competition.

MGT reserves the right to hold void, suspend, cancel, or amend the prize competition where it becomes necessary to do so.

These terms and conditions shall be governed by and construed in accordance with English law.

Entrants hereby submit to the exclusive jurisdiction of the Courts.