

KELLOGG'S™ MAKE THE FLIP OPERATOR SWEEPSTAKES

OFFICIAL RULES

1. **PROMOTION DESCRIPTION:** The ***Kellogg's™ Make the Flip Operator Sweepstakes*** (the “**Sweepstakes**”) is a monthly Sweepstakes that begins on 8/1/18 at 12:00:00 AM Eastern Time (“**ET**”) and ends on 12/31/18 at 11:59:59 PM (ET) (the “**Promotion Period**”) and is open only to Foodservice Operators in the Lodging, Healthcare, B&I, C&U and Independent Commercial Restaurants segments. For purpose of this Sweepstakes, a “Month” is defined as a standard calendar month and a “Day” is defined as any 24-hour period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). There will be four (4) Grand Prize winners for each Month in the Sweepstakes that will be randomly selected at the conclusion of each respective Month. Non-winning Monthly entries will automatically rollover into any remaining Monthly drawing(s).

2. **HOW TO ENTER:** There are three (3) ways to enter the Sweepstakes:

A. **Purchase Entry.** During the Promotion Period, Foodservice Operators in the Lodging, Healthcare, B&I, C&U and Independent Commercial Restaurants segments may enter the Sweepstakes by completing a purchase of five (5) incremental cases (incremental case defined as an increase during the Promotion Period as compared to the same period the year prior) (any combination) of the below listed ***Kellogg's®*** products (“Qualifying Purchase”) and then going online to www.KelloggsSpecialtyChannels.com/MakeTheFlip (“**Website**”) to complete the registration and upload your invoice(s), as instructed. Limit one (1) purchase entry per person, per Day. Purchase entries must be submitted by 11:59:59 PM (ET) at 12/31/18. ***Kellogg's®*** participating products (“**Participating Products**”) for this Sweepstakes are as follows:

SKU	Product Name	Case Count	Size
84059-71122	<i>Gardenburger®</i> Malibu Vegan Burger	48 ct.	3.2 oz.
84059-00006	<i>Gardenburger®</i> Original Veggie Patties™	48 ct.	3.4 oz.
84059-10020	<i>Gardenburger®</i> Roasted Garlic Quinoa Burger	48 ct.	4.0 oz.
28989-31651	<i>MorningStar Farms®</i> Chipotle Black Bean Burger	48 ct.	4.25 oz.
28989-97765	<i>MorningStar Farms®</i> Spicy Black Bean Burger	48 ct.	3.25 oz.

28989-97152	MorningStar Farms ® Veggie Breakfast Sausage Patties	112 ct.	1.34 oz.
28989-10230	MorningStar Farms ® Sausage Style Crumbles	2 ct.	5 lb.

B. Photo Entry. During the Promotion Period, eligible Foodservice Operators may earn additional entries into the Sweepstakes by taking a photo of a menu item that they have “flipped” to feature one (1) or more Participating Products. To complete your photo entry, go to the Website and follow the instructions to upload your photo entry consisting of first and last name, title, business name, daytime phone number, email address, mailing address and the photo(s). Photo entry submissions must be completed by 11:59:59 PM (ET) on 12/31/18. Photo entries submitted with missing information will not be accepted. Digital photos must not exceed 5MB each and must be submitted in .jpg, .png or .pdf format. All photos of menus that include one (1) or more Participating Products must appear during the Promotion Period. Limit one (1) photo entry per person, per Day for the Sweepstakes; each photo entry submitted by an entrant must be new and different from any previously photo entry submitted by the entrant.

C. Mail-in Entry (Alternate Method of Entry/AMOE). Alternatively, during the Promotion Period, eligible Foodservice Operators may enter without making a purchase and/or submitting a photo by hand-writing, on a plain 3”x 5” piece of paper, your name, name of operation, segment type, business address (including city, state & zip code), daytime phone number, and email address. Then, mail your entry in an envelope with sufficient postage affixed to: **Kellogg’s™ Make the Flip Operator Sweepstakes**, Attn: Entry, P.O. Box 7669, Kalamazoo, MI 49003-7669. Mail-in entries must be postmarked by 12/31/18 and received by 1/7/19. No mechanically reproduced, altered, forged, or facsimile entries will be accepted. Kellogg North America Company (“**Sponsor**”) not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail. Entries become the property of Sponsor and will not be returned.

3. **ELIGIBILITY**: Open only to Foodservice Operators in the Lodging, Healthcare, B&I, C&U and Independent Commercial Restaurants segments who are legal residents of the fifty (50) United States and District of Columbia, and are 18 years of age or older, and in good standing with the Sponsor during the Promotion Period and at the time of awarding of the prize. Employees of Kellogg North America Company, its subsidiaries, affiliates, advertising, promotion and other agencies (“**Promotion Entities**”) and their immediate family members and/or those living in the same household of each are not eligible to participate.
4. **WINNER SELECTION AND NOTIFICATION**: Twenty (20) Grand Prize winners (four (4) winners each Month) will be randomly selected from all eligible entries received during the respective Month on or about the next

business day after the end of the Month by Sponsor or its designee, whose decisions are final (except the final Month of the Sweepstakes - the random drawing for the final month will be conducted on or about 1/9/19). Any potential winner will be the entrant of the Submission that is associated with an entry that is randomly selected as a winning entry, subject to eligibility verification. Potential winner will be notified via email and/or phone, at Sponsor's discretion, within seventy two (72) hours of the random drawing with instructions on how to verify eligibility and claim the prize using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within two (2) business days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners in accordance with the above procedure, after which the prize may go unawarded if it remains unclaimed. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected. Potential Grand Prize winner must execute an Affidavit of Eligibility/Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, "**Prize Claim Documents**"). If winner fails or refuses to sign and return all Prize Claim Documents within ten (10) days after prize notification (or a shorter time if required by exigencies), winner may be disqualified and an alternate winner may be selected.

5. **PUBLICITY RELEASE:** By participating in the Sweepstakes, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any entrant or winner of the Sweepstakes, each entrant irrevocably grants the Promotion Entities and their respective successors, assigns and licensees, the right to use such entrant's name, likeness, and biographical information in any and all media for any purpose, including without limitation, advertising and promotional purposes, without further compensation, notification, or permission in perpetuity and hereby releases the Promotion Entities from any liability with respect thereto.
6. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:** Twenty (20) Grand Prizes are available (four (4) prizes each Month). Each Grand Prize winner will receive a pre-paid registration to attend the 2019 Culinary Institute of America's World of Flavor® International Conference and Festival to be held in Napa Valley, CA (ARV \$1,000.00 ea. winner). **Prize does not include transportation to/from event. Transportation to/from event is the sole responsibility of the winner.** Total ARV of all prizes \$20,000.00. Unclaimed prizes will not be awarded. All applicable federal, state, and local

taxes on prize are the sole responsibility of the prize winners. Limit one (1) prize per person in the Sweepstakes. **Grand Prize winner will receive a 1099 tax form for the value of the prize.**

7. **GENERAL:** No substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. All federal, state and local laws and regulations apply. Neither Promotion Entities, their respective parent companies, subsidiaries, affiliates, advertising, promotion agencies nor their officers, directors, employees or assigns will have any liability whatsoever for any injuries, losses or damages of any kind or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of any prize.

8. **LIMITATIONS AND RELEASES:** Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. Promotion Entities are not responsible for lost, late, misdirected or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict an entrant's ability to enter in the Sweepstakes, including any injury or damage to participant's or any other person's computer, or other matter relating to or resulting from participating in this Sweepstakes or downloading any materials in the Sweepstakes. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes and select any remaining winner(s) from among all eligible entries received up to the point of the action taken by the Sponsor provided a sufficient number of entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the

Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

9. **GOVERNING LAW/JURISDICTION:** ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MICHIGAN WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS
10. **PRIVACY:** For information about how the Sponsor uses your personal information, please see its privacy policy, located at <http://www.kelloggcompany.com/privacy.aspx>.
11. **WINNER'S LIST:** For names of winners, send a stamped, self-addressed envelope by 3/15/19 to: **Kellogg's™ Make the Flip Operator Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 1/15/19.
12. **SPONSOR:** Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016.

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