

## KELLOGG'S® MENU EXPLORERS: ELEVATE THE PLATE REBATE

Official Terms & Conditions

### KELLOGG'S® SPECIALTY CHANNELS K-12 SCHOOL DISTRICT FOODSERVICE

**OPERATORS:** Begins 8/1/19 through 12/31/19 (“Promotion Period”):

SKU #	Product Description	Case Count	Unit Size
38000-92313	<b>Kellogg's® Eggo Bites®</b> Mini Waffles Cinnamon	72 ct.	2.64 oz.
38000-92315	<b>Kellogg's® Eggo Bites®</b> Mini Waffles Maple	72 ct.	2.64 oz.
38000-80801	<b>Kellogg's® Eggo Bites®</b> Mini French Toast Chocolate Chip	72 ct.	3.03 oz.
38000-80693	<b>Kellogg's® Eggo Bites®</b> Mini French Toast Original	72 ct.	3.03 oz.
38000-92560	<b>Kellogg's® Eggo Bites®</b> Mini Pancakes Blueberry	72 ct.	3.03 oz.
38000-92562	<b>Kellogg's® Eggo Bites®</b> Mini Pancakes Maple	72 ct.	3.03 oz.
38000-18574	<b>Kellogg's® Eggo Bites®</b> Mini Pancakes Confetti	72 ct.	3.03 oz.
24100-79263	<b>Cheez-It®</b> Made with Whole Grain, Original Cheddar	175	0.75 oz.
24100-10480	<b>Cheez-It®</b> Made with Whole Grain, Original Cheddar, Vend Size	60	1 oz.
24100-10971	<b>Cheez-It®</b> Made with Whole Grain, Original Cheddar, Bulk	4	3 lb. bags
28989-97152	<b>MorningStar Farms®</b> Veggie Breakfast Sausage Patties CN Label	112	1.34 oz.
28989-49938	<b>MorningStar Farms®</b> Spicy Black Bean Burger CN Label	48	2.90 oz.
28989-10230	<b>MorningStar Farms®</b> Sausage Style Crumbles CN Label	2	5 lb. bags
28989-97762	<b>MorningStar Farms®</b> Chik'n Nuggets CN Labeled	212	0.75 oz.
84059-71116	<b>Gardenburger®</b> Classic Hamburger CN Label	48	2.50 oz.

1. Receive a Rebate in the form \$3.00 for each Qualifying Purchase. Limit one (1) submission per customer or school district; maximum of \$3,000 in rebates per participating customer.
2. Participating Kellogg's Specialty Channels K-12 School District Foodservice Operators purchase incremental cases of **Kellogg's®**, **Cheez-It®**, **MorningStar Farms®** and/or **Gardenburger®** products (“Participating Products” – as defined above) during the Promotion Period as compared to the same period the year prior from your designated Kellogg's Specialty Channels Distributor (“Qualifying Purchase”). Minimum rebate amount that can be earned per participating K-12 Foodservice Operator and his/her foodservice facility is \$50 and maximum amount is \$3,000. K-12 Foodservice operators must provide proof of incremental case purchases (distributor velocity report/invoices) for verification of Qualifying Purchase.
3. Rebate will be awarded in the form of a Virtual Reward Card (awarded in the form of \$50 vouchers) to the K-12 Foodservice Operator. K-12 Foodservice Operators that cannot accept vouchers may receive their reward in the form of a rebate check in the same value. Maximum number of rewards that can be earned for each participating K-12 School District is sixty (60) for the Promotion Period. K-12 school districts that select the Virtual Reward Card option will receive a unique web code to be redeemed via online web redemption or if they select the check option, they will receive a rebate check from Sponsor. Unique web code is a one-time use code. If redeeming via online web redemption, K-12 school district will follow the online instruction to print out the voucher(s) after successfully entering the unique web code. Proof of incremental case purchase (distributor velocity report per guidelines specified above) including distributor name and address, district/school name and address, clearly stated product purchase details and

purchase dates, will be required before K-12 school Foodservice Operator receive their reward redemption code/check. If Virtual Reward Card option is selected, K-12 Foodservice Operator will receive vouchers in \$50 denominations rounded to the closest multiple of \$50 (Example: Operator that earned \$76 will receive two (2) \$50 vouchers. Operator that earned \$74 will receive one (1) \$50 voucher; etc.). Unique web code must be entered and Virtual Reward Card must be redeemed by 5/30/20. Virtual Reward Card expires 8/31/20.

4. To receive your rebate, complete the Kellogg's Redemption Form, as instructed on the form, and submit it via mail or via the online redemption process, along with distributor tracking reports or invoices showing your proof of Qualifying Purchase. Participating Products must be clearly described on the proof of Qualifying Purchase and must be identified by circling or highlighted. Handwritten invoices will not be accepted. Customer information must be included in full.
5. Visit [www.fspromos4u.com/kelloggs](http://www.fspromos4u.com/kelloggs) and enter the **Quick Access Code: ElevatethePlate** to complete the Kellogg Redemption Form and proof of Qualifying Purchase. Alternatively, mail-in the completed Kellogg Redemption Form and proof of Qualifying Purchase in an envelope with sufficient postage affixed to: **Kellogg's® Specialty Channels, c/o 2019 Elevate the Plate Rebate**, P.O. Box 1007, Brownsdale, MN 55918-1007. Online submission must be completed by 2/28/20; and mail-in submission must be postmarked by 2/28/20.
6. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail. No altered or forged submissions will be accepted. All submissions become property of Sponsor and will not be returned. Sponsor is not responsible for any change of mailing address and/or phone number of participants. Sponsor reserves the right to audit submissions.
7. Redemption forms must be fully completed in order to be eligible. Stated promotional allowances are for Participating Products as stated above purchase during the Promotion Period. No promotional allowances will be honored without proper documentation (i.e. distributor invoices).

Offer good only on Qualifying Purchase as stated above. Availability of some products may vary by location. Limit one (1) submission per eligible K-12 School District Foodservice Operator. Offer is void where prohibited. Offer open only to K-12 School District Foodservice Operators in the fifty (50) United States and District of Columbia who are in good standing during the Promotion Period and at the time of receiving any rebate. This offer cannot be used in conjunction with any other **Kellogg's® Specialty Channels** promotion on the Participating Products or purchases made by non-profit bid without express consent from Sponsor. Sponsor reserves the right to discontinue the promotion at any time. All other offer segments do not qualify. No bulk submissions or third party submissions will be accepted. Sponsor reserves the right to audit submissions. Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016

**SPECIAL OFFER:** Kellogg's Specialty Channels is offering insulated bags on total purchases. One (1) insulated bag for each two hundred (200) cases of Participating Products purchased. Maximum number of bags is five (5) per Foodservice Operator (ARV \$40.00 ea. bag). Qualifying purchase for this special offer begins with first case purchased, so incremental purchase is NOT required.

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