

KELLOGG'S® SPECIALTY CHANNELS MAKE THE FLIP OPERATOR INCENTIVE

Official Terms & Conditions

KELLOGG'S® SPECIALTY CHANNELS FOODSERVICE ACCOUNTS: Begins 1/1/19 through 4/30/19 (“Promotion Period”):

1. Foodservice Operators in the Business & Industry, College and University, Hospital, Senior Living, Lodging, Traditional QSR/Fast Food, Fast Casual, Midscale/Family Dining, Casual Dining and Bar/Tavern segments for eligible Foodservice Accounts will earn a reward based on the purchase of incremental cases (for this promotion, an “incremental case” is defined as a purchase of the same number of cases of any SKUs of Participating Products (as defined below) as the year prior **plus** an additional minimum purchase of the same number of cases of any SKUs of Participating Products – i.e. Operator bought 10 cases last year, then he/she would need to buy 10 cases this year **plus** buy an additional 10 case (20 cases total) to reach the Bronze level) of qualifying **MorningStar Farms®** and **Gardenburger®** veggie products based on the following levels (“Qualifying Purchase”) from their designated foodservice distributor. Participating Products are as noted:

SKU #	Product Name
84059-00006	Gardenburger® Original Veggie Patties
84059-10020	Gardenburger® Roasted Garlic Quinoa Burger
84059-71122	Gardenburger® Malibu Vegan Burger
28989-10230	MorningStar Farms® Sausage Style Crumbles
28989-31651	MorningStar Farms® Chipotle Black Bean Burger
28989-97765	MorningStar Farms® Spicy Black Bean Burger
28989-97152	MorningStar Farms® Veggie Breakfast Sausage Patties
28989-10262	MorningStar Farms® Signature Protein Blend™ Tomato Basil Mozzarella
28989-10260	MorningStar Farms® Signature Protein Blend™ Spicy Red Bean

Qualifying Purchase levels are as follows:

Reward Level	Qualifying Purchase
Bronze	10 incremental cases
Silver	15 incremental cases
Gold	25 incremental cases

2. Rewards will be earned for Qualifying Purchases:

Reward Level	Reward Amount
Bronze	\$100
Silver	\$150
Gold	\$250

3. Foodservice Operators must provide proof of incremental case purchases (distributor velocity report/invoices, including distributor name & address, clear product purchased detail and purchase dates). Reward will be awarded in the form of a gift card to Webstaurant.com (awarded in the form of \$50 gift cards) to the Foodservice Operator to be used towards the purchase of culinary equipment. Maximum number of rewards that can be earned for each participating Foodservice account is five (5) \$50 gift cards (\$250 maximum) for the Promotion Period.

4. Visit www.fspromos4u.com/kelloggs and enter the Quick Access Code: maketheflip 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 Make the Flip Incentive**, P.O. Box 1007, Brownsdale, MN 55918-1007. Online submission must be completed by 5/31/19; and mail-in submission must be postmarked by 5/31/19.
5. 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.
6. 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).
7. With the Qualifying Purchase of ten (10) incremental cases of Participating Products, Foodservice Operators will also receive customizable point-of-purchase ("POP") materials for their foodservice facility that will provide menu inspiration, including posters, table tents, digital menu boards and menu cards, as well as social media posts.

Offer good only on Qualifying Purchase as stated above. Availability of some products may vary by location. Limit one (1) submission per eligible Foodservice Operator/Account. Offer is good while supplies last and is void where prohibited. Offer open only to Foodservice Operators in the Business & Industry, College and University, Hospital, Senior Living, Lodging, Traditional QSR/Fast Food, Fast Casual, Midscale/Family Dining, Casual Dining and Bar/Tavern segments 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 award. 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

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