

KELLOGG'S® SPECIALTY CHANNELS - KELLOGG'S® EGGO® K-12 Q3 PROMOTION

Official Terms & Conditions

KELLOGG'S® SPECIALTY CHANNELS K-12 FOODSERVICE ACCOUNTS: Commitment Period begins 6/15/17 through 11/1/17; and Order Period begins 8/1/17 through 12/31/17; (collectively, the "Promotion Period"):

1. During the Order Period, K-12 School District Foodservice Operators for eligible K-12 Foodservice Accounts will earn a reward (as further described below) with every purchase of twenty five (25) incremental cases of the following **Kellogg's® Eggo®** products ("Participating Products") from their designated foodservice distributor during the Promotion Period ("Qualifying Purchase").

SKU	Description	Size
38000-92313	Kellogg's® Eggo® Bites™ Mini Waffles Cinnamon	2.65 oz. / 72 cases
38000-92315	Kellogg's® Eggo® Bites™ Mini Waffles Maple	2.65 oz. / 72 cases
38000-80801	Kellogg's® Eggo® Bites™ Mini French Toast Chocolate Chip	3.03 oz. / 72 cases
38000-80693	Kellogg's® Eggo® Bites™ Mini French Toast Original	3.03 oz. / 72 cases
38000-92560	Kellogg's® Eggo® Bites™ Mini Pancakes Blueberry	3.03 oz. / 72 cases
38000-92562	Kellogg's® Eggo® Bites™ Mini Pancakes Maple	3.03 oz. / 72 cases

2. Reward will consist of a \$50 voucher. 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 twenty (20) rewards/\$1,000. K-12 school district will receive a unique web code to be redeemed via online web redemption or 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) will be required before K-12 school district receives its reward redemption code/check.
3. Commitment Incentive. During the Commitment Period, if an eligible K-12 school district agrees to purchase at least one hundred (100) incremental cases of Participating Products at the time of program enrollment, they will receive an upfront voucher for \$100 (awarded in the form of two (2) \$50 vouchers). Upfront voucher is a one-time allocation; is only valid at time of program enrollment and does not compound with subsequent orders. Upfront voucher will be awarded via same methods as noted in item #2 herein.
4. K-12 school district operators will also receive customizable point-of-purchase ("POP") materials for their school, including a poster and digital assets that can be used for a school's district's social media/website.

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 Foodservice Operator/Account. Offer is good while supplies last and is void where prohibited. Offer open only to K-12 School 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 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. Offer is void where

prohibited. Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016

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