

KELLOGG'S™ BOWL OFFER

TERMS AND CONDITIONS. INTERNET ACCESS REQUIRED FOR ONLINE REDEMPTION.

1. **BUY** any three (3) packages of **Kellogg's® Cereal** (“Participating Products” - see below for complete list) between 8/30/23 – 1/17/24 (“Offer Period”) in a single transaction at a participating retailer (“Qualifying Purchase”) in the **Kellogg's™ Bowl Offer** (the “Offer”). Note: Participating Products must be purchased in a single transaction during the Promotion Period to complete a Qualifying Purchase.

Participating Products for this Offer include - **Kellogg's® Apple Jacks®** cereal (10.10 oz., 13.2 oz. & 18.4 oz.); **Kellogg's® Cocoa Krispies®** cereal (15.5 oz.); **Kellogg's® Corn Flakes®** cereal (12 oz. & 24 oz.); **Kellogg's® Corn Pops®** cereal (10 oz. & 13.1 oz.); **Kellogg's® Froot Loops®** cereal (10.1 oz., 13.2 oz., 18.4 oz., 23 oz. & Mega 28 oz.); **Kellogg's® Froot Loops® Marshmallows** cereal (10.5 oz.); **Kellogg's® Frosted Flakes®** cereal (13.5 oz., 17.3 oz., 24 oz. & Mega 34 oz.); **Kellogg's® Krave® Chocolate** cereal (11.4 oz.); **Kellogg's® Frosted Mini-Wheats® Bite Size** cereal (18 oz., 24 oz. & Mega 34 oz.); **Kellogg's® Frosted Mini-Wheats® Little Bites** cereal (Original 15.9 oz.); **Kellogg's® Raisin Bran Crunch®** cereal (15.9 oz.); **Kellogg's® Raisin Bran®** cereal (16.6 oz.); **Kellogg's® Rice Krispies®** cereal (9 oz., 12 oz. & 18 oz.); **Kellogg's® Crispix®** cereal (18 oz.); **Kellogg's® Jumbo Snax** (5.4 oz. - **Froot Loops®**, **Kellogg's® Froot Loops® Marshmallows**, **Apple Jacks®**); **Kellogg's® Elf on the Shelf®** Sugar Cookie (8.1 oz. & 12.2 oz.); **Kellogg's® Elf on the Shelf®** Hot Cocoa (8.1 oz. & 12.2 oz.).

2. CONFIRM QUALIFYING PURCHASE - TWO WAYS TO GET OFFER:

A) IN-STORE. Present your Qualifying Purchase at a participating retailer during checkout along with one (1) bowl from the in-store display to receive one (1) Reward at that time. Reward item(s) available in-store at Offer display and subject to inventory availability in-store. Last date for in-store purchase is 1/17/24. OR;

B) ALTERNATE METHOD. In the event you are unable to redeem a Qualifying Purchase in-store for a Reward, you can upload a picture of your complete receipt showing your Qualifying Purchase to www.KelloggsBowlOffer.com. Each receipt must be submitted separately and within fourteen (14) days of purchase. Last date to submit a receipt online is 1/31/24. Only a Qualifying Purchase of Participating Products is valid for this offer. Photo must include the entire receipt from top to bottom, including all four (4) corners. For longer receipts, scan or take picture in sections and send all portions at the same time. Be sure that the store name, date, bar code (if available), items and prices are legible in your image(s). Blurry and/or unreadable receipt images will be rejected. For help or more information, visit www.KelloggsBowlOffer.com.

3. **GET** one (1) free **Kellogg's® Bowl** (ARV \$4.99) (“Reward”) for your Qualifying Purchase when you **PRESENT** your Qualifying Purchase at a participating retailer

during checkout and receive your Reward at that time; OR submit your Qualifying Purchase receipt online as instructed above and claim your Reward from the confirmation email no later than 2/14/24; subject to inventory availability.

You must present your Qualifying Purchase in-store or online in order to redeem this offer. Offer open to legal residents of the fifty (50) United States and the District of Columbia who are 16 years of age or older. Limit five (5) bowls per person/email address. Not valid with any other offer. Offer valid in U.S. only. Each Participating Product can only qualify towards one (1) Offer and each receipt can only be submitted once. Offer valid only in the fifty (50) United States and District of Columbia. By submitting your receipt online, you agree to receive a minimum of two (2) email messages regarding the promotion. By uploading an online submission from your wireless device, the participant grants permission to the Sponsor to notify them via a return email message and must agree to accept all applicable charges associated therewith. You are responsible for all applicable fees and taxes associated with uploading submission from a wireless device. Proof of uploading a receipt online is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials.

By participating in the promotion, each entrant unconditionally accepts and agrees to comply with and abide by these official terms and conditions and the decisions of Sponsor, which shall be final and binding in all respects. Consumers that participate via online submission will receive their Reward via mail from Sponsor's fulfillment partner – please allow up to ten (10) weeks for delivery of Reward from time of submission. Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled submissions, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Sponsor shall not be responsible for incorrect or inaccurate submission information whether caused by any of the equipment or programming associated with or utilized in the promotion or by any technical or human error which may occur in the processing of the submission in the promotion. Sponsor assumes no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of submissions. By participating in this promotion, participant agrees to release and hold harmless Sponsor and their respective subsidiaries, affiliates, representatives and agents (including any third parties who assist in the administration of this promotion) and the respective directors, officers and employees of each from any and all liability from claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any reward, participation in this promotion or any promotion-related activities. Proof of submission is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials. Offer is void where prohibited. Sponsor: WK Kellogg Co, One Kellogg Square, Battle Creek, MI 49016.