

KELLOGG'S™ BREAKFAST FOR ALL OFFER FAQs

KEY OFFER DETAILS

- BUY: any one participating product between 02/06/23 12:00AM EST and 05/09/23 11:59PM EDT.
- TAKE A PIC: of your receipt and register at www.BreakfastForAll.com or BreakfastForAll.com/espanol to upload your receipt
 - Receipts must be submitted within 30 days of purchase, and no later than 06/08/23.
- GET: a \$5 credit to redeem for Kellogg's® products. Participants can choose to redeem their reward via mail in the form of one (1) printed coupon or a digital award in the form of a Barcode Buck\$®. Kellogg's will also donate \$5 to No Kid Hungry.

BUY

- Must purchase participating products
- Purchases must be made between 02/06/23 12:00AM EST and 05/09/23 11:59PM EDT.

TAKE A PIC

- Take a picture of your receipt(s)
- Go to www.BreakfastForAll.com or BreakfastForAll.com/espanol to register and upload your receipt(s)
 - For longer receipts, take pictures in sections and upload all photos from one receipt at the same time
 - Only upload one receipt at a time
 - Ensure the store name, date, bar code (if available), items, and prices are legible in your photo(s)

GET

- Once your receipt has been processed and approved, you will receive promotion credit. One Participating Product = one \$5 credit.
- Limit three (3) \$5 credits per person.
- Promotion credits must be claimed by 07/10/23.

GENERAL PROMOTION HELPS

Do I have to live in the United States to participate?

Yes. You must be a legal resident of the fifty (50) United States and/or the District of Columbia and be 16 years of age or older to participate.

Do I have to purchase a product to participate?

Yes. You must purchase one (1) participating products to earn credits to redeem your reward. To view a list of the participating products, please click on the link located on www.BreakfastForAll.com or BreakfastForAll.com/espanol or you can view them in the promotion Terms and Conditions.

If I choose the digital reward, how do I get my \$5 credit?

If your receipt is approved, you will receive an e-mail indicating your receipt has been approved. Clicking "Get Details" in that e-mail will allow you to choose between reward options and claim your code. Five (5) days after doing so, the code will arrive in a separate e-mail. Code must be claimed by 07/10/23. See e-mail for list of participating stores. A cell phone with e-mail access is required. Good for in-store purchases only.

If I choose the printed coupon, how do I get my \$5 credit?

If your receipt is approved, you will receive an e-mail indicating your receipt has been approved. Clicking "Get Details" in that e-mail will allow you to choose between reward options and claim your printed coupon. Coupon must be claimed by 07/10/23. After confirming your shipping address, you can expect to receive your coupon in the mail in 6-8 weeks. Good for in-store purchases only.

Do I need to do anything to donate to No Kid Hungry?

No. Kellogg's will donate \$5 to No Kid Hungry per purchase (minimum donation \$50,000; maximum donation \$250,000). Participants need to take no further action.

Can I earn credit(s) from submitting my receipt(s) to the Kellogg's text short-code or Kellogg's email address?

No. In order to earn credit for your reward, you must upload a picture of your receipt(s) to www.BreakfastForAll.com or BreakfastForAll.com/espanol. Receipts texted or emailed will **not** receive promotion credit.