

**PROMOTIONS.COM, LLC**  
**PROGRAM NAME: KRAFT FOODSERVICE CHAMPION BARBECUE**  
**SWEEPSTAKES**  
**JOB NUMBER: KRAFT 757**  
**STARTS: 05/01/2011; ENDS: 8/31/11**  
**DRAFT #3; MARCH 30, 2011**

**Kraft Foodservice Champion Barbecue Sweepstakes**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY**

**1. TO ENTER: NO PURCHASE NECESSARY. THERE ARE THREE WAYS TO ENTER: A.) VIA THE ENROLLMENT FORM:** You are automatically entered when you complete the Enrollment Form available from your District Sales representative, and mail it along with proof-of-purchase (see note below) to: Kraft Foodservice Champion Barbecue Sweepstakes, P.O. Box 330, Elmhurst, IL 60126 to be postmarked by August 31, 2011 and received by September 10, 2011. **B.) VIA THE REBATE:** You are automatically entered by redeeming your Champion Barbecue Rebate. To redeem the Rebate, mail the completed form along with your proof-of-purchase (see note below) to: Kraft Foods Global, Inc., P.O. Box 764268, Dallas, TX 75376-4268 to be postmarked by August 31, 2011 and received no later than September 10, 2011. **OR C.) BY MAIL:** To enter without purchase, print your name, title, establishment name, complete mailing address, phone number, and number of locations on a 3" x 5" paper. Mail it to: Kraft Foodservice Champion Barbecue Sweepstakes, P.O. Box 330, Elmhurst, IL 60126 to be postmarked by August 31, 2011 and received no later than September 10, 2011. **IMPORTANT NOTE: For Entry Methods A and B – entrants must include a copy of a distributor invoice showing the purchase of at least 4 cases of Bulk (4/1 gallon or 1/5 gallon) of Foodservice Kraft Barbecue and/or Bull's-Eye Barbecue Sauce during the Champion Barbecue Sweepstakes Program Period (May 1, 2011 through July 30, 2011) with their submission as proof-of-purchase. Operators can purchase all four cases from one sauce or mix and match flavors from the two brands (Kraft Barbecue/Bull's-Eye Barbecue).** Limit one entry per person/establishment, regardless of method of entry. No mechanically reproduced entries accepted. Not responsible for lost, late, illegible, incomplete, stolen, postage-due or misdirected Enrollment Forms, Rebates, entries or mail. All entries must be submitted by owners of eligible establishments. See Rule 4 for complete details regarding eligibility.

**2. RANDOM DRAWING:** A random drawing will be held on or about September 30, 2011 from all eligible entries received. Drawing will be conducted by an independent judging organization. Odds of winning depend upon the number of eligible entries received. Winners will be notified by phone or mail. Winners must sign and return an Affidavit of Eligibility, Release of Liability and a Publicity Release within 7 days of attempted delivery or prize may be forfeited and an alternate selected. Grand Prize winner's guest must also sign and return a Liability and Publicity Release. The return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner will be selected. Potential winning establishment must be in active

operation at the time of prize award and entrant must still be employed at the establishment, or the prize will be forfeited and awarded to an alternate winner.

**3. PRIZES & APPROXIMATE RETAIL VALUES (ARVs): (1) Grand Prize:** Trip for two (winner and one guest) to Chicago, IL for a recipe development session with the chefs at the Kraft Culinary Centre and with Grand Champion Pitmaster Boss Hogg. Trip consists of roundtrip, coach class air travel for two from major airport nearest winner's residence to Chicago, IL; 4 days/3 nights hotel accommodations at the Marriott Chicago Magnificent Mile (one room, double occupancy); two tickets to a play of winner's choice (orchestra seating); dinner allowance for three dinners for two at restaurants of winner's choice up to \$150 per night (subject to availability); roundtrip ground transfers between airport/hotel and hotel/Kraft Culinary Centre; a barbecue recipe development experience with chefs from the Kraft Culinary Centre and Award-Winning Pitmaster Mark "Boss Hogg" Kennedy (subject to availability), a \$1,000 marketing fund for menu redesign (payable directly to the winning establishment), and \$400 in spending money for winner only. ARV: \$5,000. **Ten (10) First Prizes:** \$1,000 marketing fund for menu redesign (payable directly to the winning establishment). Actual Grand Prize trip value may vary depending on point of departure and airfare fluctuations. Prize will be awarded to the establishment designated on the entry, Enrollment Form, or Rebate Form. Winner and guest must be available to travel on the same itinerary, and travel must be completed by February 28, 2012. Trip dates subject to availability and Sponsor's approval. No substitutions or transfers of prizes permitted. Sponsor reserves the right to substitute a prize of equal or greater value. All taxes, and all other costs associated with acceptance or use of the prize are the sole responsibility of the winners. Travel arrangements/accommodations at discretion of Sponsor.

**4. GENERAL RULES:** Open to independently owned and operated restaurants excluding franchise operations within the United States, except employees of Kraft Foods Global, Inc. (Sponsor), affiliates, subsidiaries, agencies, and persons living in the same households, and the families of each. Void where prohibited by law or owner/operator policy. Acceptance of prize is subject to any company policy regarding employee participation in promotions and constitutes permission for the Sponsor and its agencies to use designated travelers' names, and all winners' names, likenesses, and biographical information for purposes of advertising and publicity without further compensation, unless prohibited by law. By participating in this promotion entrants agree to be bound by the Official Rules and the decisions of the judges. Entrants agree to release, discharge and hold harmless Sponsor, Promotions.com, Inc., subsidiaries, affiliates and their respective employees, shareholders, officers, directors, members and agents from and against any and all liability or damages associated with this sweepstakes.

**5. WINNER'S LIST:** For the names of the winners, send a self-addressed, stamped #10 envelope to: Kraft Foodservice Champion Barbecue Sweepstakes- WL, P.O. Box 329, Elmhurst, IL 60126 to be received by October 14, 2011.

**SPONSOR:** Kraft Foods Global, Inc., Northfield, IL 60093.

**ABBREVIATED RULES:**

**NO PURCHASE NECESSARY.** Open to independently owned and operated restaurants excluding franchise operations within the United States. Subject to additional restrictions contained in the complete Official Rules available at [www.kraftbbqpromo.com](http://www.kraftbbqpromo.com). To enter without purchase, print your name, title, establishment name, complete mailing address, phone number, and number of locations on a 3" x 5" paper. Mail it to: Kraft Foodservice Champion Barbecue Sweepstakes, P.O. Box 330, Elmhurst, IL 60126 to be postmarked by 8/31/2011, when the sweepstakes ends, and received no later than 9/10/11. No mechanically reproduced entries accepted. One entry per person/establishment. **Prizes/ARVs: (1) Grand:** Trip for 2 to Chicago, IL for a recipe development session/ \$5,000. **(10) First:** \$1,000 marketing fund for menu redesign/\$1,000. Odds of winning depend on number of entries received. Void where prohibited. Sponsor: Kraft Foods Global, Inc., Northfield, IL 60093