

Heinz Saucemercia Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Heinz Saucemercia Sweepstakes (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old (or nineteen (19) years of age or older for residents of Alabama and Nebraska) at the time of entry. Employees of Kraft Heinz Foods Company, Arc Worldwide, Merkle Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on June 1, 2023 at 12:00 a.m. Eastern Time ("ET") and ends on August 31, 2023 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter the Sweepstakes: There are five (5) Sweepstakes prizes pools (each a "Prize Pool"). To earn Sweepstakes entries into a Prize Pool, you may register for the Sweepstakes and either upload photos of Heinz sauce packets and/or send in mail-in entries (or any combination of these two methods), as outlined below.

During the Promotion Period, visit www.saucemercia.com and follow the links and instructions to complete and submit the registration form including a valid email address. During the Promotion Period, the first 600,000 eligible entrants to register for the Promotion will receive one (1) coupon good for \$1.00 off any HEINZ condiment(s) (includes Ketchup, Mustard, Relish, 57 Sauce, 57 Collection, Mixes, BBQ, Specialty) ("Coupon Offer"). Terms and conditions of coupons apply. Limit: one (1) Coupon Offer per person.

Then, there are two (2) ways to earn Sweepstakes entries, as outlined below.

- a. Upload Photo(s) of Heinz Sauce Packets:** Visit your local participating restaurants, theatres, theme parks, and more and make a purchase to receive specially marked packets of Heinz sauce (ketchup, simply ketchup, mustard, mayo, tartar sauce, BBQ sauce, and ranch). The packets each contain one (1) state of the United States. Next, take a photo of each sauce packet (one (1) photo per packet). The image(s) must be clear and legible and display the entire packet. Image must not be larger than 5MB and may only be one of the following file types: .gif, .png or .jpg. Packets and images cannot be given away, bartered, auctioned, sold, or traded and all such may be void. Participation in the Sweepstakes by individuals who do so may be terminated at Sponsor's discretion. During the Promotion Period, visit www.saucemercia.com and follow the links and instructions to upload your photo and select the corresponding state from the dropdown. You will receive one (1) Sweepstakes entry. Limit: You may upload three (3) images per day during the Promotion Period via this method.
- b. Mail-in Alternate Method:** To enter without making a purchase, print your name, address, day and evening phone numbers, email address used to register for the

Promotion, and date of birth on a piece of paper and mail it in an envelope with proper postage to “Heinz Saucemeric America Sweepstakes,” c/o Merkle Inc., P.O. Box 5002, Kalamazoo, MI 49003-5002. You will receive one (1) Sweepstakes entry. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by August 31, 2023 and received by September 8, 2023. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

After the conclusion of the Promotion Period, Administrator will tally up all Sweepstakes entries earned per entrant. Based on the number of states collected on sauce packets (outlined in Section 4.a) and the number of mail-in entries (outlined in Section 4.b) received, you will receive a specified number of Sweepstakes entries into the applicable Sweepstakes Prize Pool drawing (see table below). For example, if you submit a total of 11 images of states collected and submit 10 mail-in entries, you will receive a total of 21 Sweepstakes entries into Prize Pool 3 (and will not earn any entries into the other Prize Pools). Another example, if you submit a total of 31 images of states collected and submit 12 mail-in entries, you will receive a total of 43 Sweepstakes entries into Prize Pool 5 (and will not earn any entries into the other Prize Pools).

Sweepstakes Prize Pool	Number of States Collected on Sauce Packets and Number of Mail-in Entries Received (a combination of these two methods)
1	1-10
2	11-20
3	21-30
4	31-40
5	41-50

Limit: Each entrant may upload photos of sauce packets, send in mail-in entries or a combination of these two methods to earn up to fifty (50) Sweepstakes entries during the Promotion Period. Each entrant will only earn Sweepstakes entries into the Prize Pool based on the total number of eligible entries earned after the conclusion of the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. How to Enter the Instant Win Game: During the Promotion Period, visit www.saucemeric.com and complete and submit the registration form including a valid email address. You will receive one (1) Instant Win Game play for that day. Follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game. During the Promotion Period, the first 600,000 eligible entrants to register for the Promotion will receive one (1) coupon good for \$1.00 off any HEINZ condiment(s) (includes Ketchup, Mustard, Relish, 57 Sauce, 57 Collection, Mixes, BBQ, Specialty) (“Coupon Offer”). Terms and conditions of coupons apply. **Limit:** one (1) Coupon offer per person.

Limit: Each entrant may play one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

6. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winners, from all eligible entries for each respective Prize Pool on or around September 15, 2023. Instant Win Game: One thousand six hundred seventeen (1,617) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly generated times, you will be a potential instant winner of the prize indicated.

7. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL WINNER HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

8. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by email or phone. Potential winners may be required to provide their name, home mailing address (P.O. Boxes may not be permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within five (5) days of the date notice or attempted notice is sent, to claim the prize. Each potential winner of a prize valued at or over \$600.00 will be required to sign and return a Declaration of Compliance, Liability Waiver, and where not prohibited, a Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, to claim the prize. If a potential winner of any prize cannot be contacted or fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. If a potential winner of prize valued over \$25.00 forfeits the prize or is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes valued at \$25.00 or less will not be awarded.

9. Prizes:

Sweepstakes Prizes:

Sweepstakes Prize Pool	Prize Description	Quantity of Prizes	Approximate Retail Value ("ARV")
1	A \$500.00 prepaid card, terms and conditions apply. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so play close attention to the expiration date of the card.	100	\$500.00
2	A \$1,000.00 check	40	\$1,000.00
3	A \$2,000.00 check	30	\$2,000.00
4	A \$10,000.00 check	20	\$10,000.00
5	A \$100,000.00 check	1	\$100,000.00

Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Promotion Period for the applicable Sweepstakes Prize Pool. Limit: One (1) Sweepstakes prize per person.

Instant Win Game Prizes:

Prize Description	Quantity of Prizes	ARV
A \$50.00 Applebee's® gift card, terms and conditions apply.	100	\$50.00
A \$100.00 DICK's Sporting Goods gift card, terms and conditions apply.	100	\$100.00
A \$50.00 Buffalo Wild Wings® eGift Card, terms and conditions apply.	100	\$50.00
A \$25.00 BURGER KING® eGift, terms and conditions apply.	105	\$25.00
A \$25.00 DoorDash gift card, terms and conditions apply.	105	\$25.00
A \$250.00 Hotels.com eGift card, terms and conditions apply.	37	\$250.00
A \$200.00 prepaid card, terms and conditions apply. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so play close attention to the expiration date of the card.	35	\$200.00
A \$100.00 Shell Gas Card, terms and conditions apply.	35	\$100.00
Saucerica branded t-shirt, all details determined by Sponsor in its sole discretion.	200	\$10.00
Saucerica branded keyring, all details determined by Sponsor in its sole discretion.	300	\$5.00
Saucerica branded magnet, all details determined by Sponsor in its sole discretion.	500	\$3.00

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: No cash equivalent and all prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion. TOTAL ARV OF ALL PRIZES: \$500,000.

10. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Arc Worldwide, Merkle Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

11. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes or Instant Win Game, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to modify the prizes offered herein and to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

14. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and

causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

15. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.kraftheinzcompany.com/NewPrivacyPolicy.html>.

16. Winner List: For a winner list, please [click here](#). The winner list will be posted after winner confirmation is complete.

© 2023 Merkle Inc. All Rights Reserved.