

**Kraft Heinz Holiday Promotion
(the "Offer")**

Official Terms and Conditions

1. AGREEMENT TO BE LEGALLY BOUND BY TERMS AND CONDITIONS

By participating in the Offer, you accept and agree to these terms and conditions (the "**Terms**").

THE TERMS CONSTITUTE A LEGALLY BINDING AGREEMENT BETWEEN YOU AND KRAFT HEINZ CANADA ULC, 95 MOATFIELD DRIVE, TORONTO, ONTARIO M3B 3L6 ("KRAFT HEINZ"). PLEASE READ THEM CAREFULLY, AS THEY AFFECT YOUR LEGAL RIGHTS AND OBLIGATIONS.

2. ELIGIBILITY

To participate in the Offer, you must be a current legal resident of Canada, have reached the age of majority in the province or territory in which you reside at the time of participation, have a valid email account and Canadian mailing address.

3. THE OFFER

Kraft Heinz is offering eligible participants the opportunity to receive a set of five (5) reusable baking gift boxes, each with an approximate retail value of CAD\$9.56 (the "**Gift**"), which will be sent by physical mail, for one (1) qualifying purchase of two (2) or more Qualifying Products (as defined below), within one (1) single transaction, from any retail store where the Qualifying Products are available in the Eligibility Area (each, a "**Participating Retailer**") during the Purchase Period (as defined below) (hereinafter a "**Qualifying Purchase**" or collectively "**Qualifying Purchases**"). The **Qualifying Products** are **Kraft** Peanut Butter and Hazelnut Spread, **Philadelphia** Cream Cheese, **Cool Whip** Whipped Topping, **Baker's** Chocolate, and **Jell-O** Jelly Powder.

Purchase of a Qualifying Product does not guarantee receipt of a Gift, and Gifts will only be given out while supplies last. Limit of one (1) Gift per participant for the entire Offer Period (defined below).

4. OFFER PERIOD; PURCHASE PERIOD AND KEY DATES

To be eligible, Qualifying Purchases must be made between November 24, 2021 at 12:00:00 am Eastern Standard Time (EST) and December 31, 2021 at 11:59:59 pm EST (the "**Purchase Period**"), at a Participating Retailer. Requests (as defined below) must be submitted and received between November 24, 2021 at 12:00:00 am EST and January 15, 2022 at 11:59:59 pm EST (the "**Offer Period**").

5. HOW TO PARTICIPATE

To take advantage of the Offer, an eligible participant must follow the steps listed below:

(A) Make Qualifying Purchase of two (2) or more Qualifying Products within one (1) single transaction, from a Participating Retailer, during the Purchase Period;

(B) Take a photograph (png, jpeg, pdf, and tiff file types with a maximum file size of 10MB) of the applicable sales receipt of his/her Qualifying Purchase in its entirety (such photograph, a "**Receipt Image**"), identifying the Participating Retailer and date of purchase. Participants are strongly encouraged to remove, obscure or redact out any personal information that appears on the Receipt Image; and

(c) On or before the Offer Closing Date, following the submission method listed below to submit their Receipt Image (such submission, a "**Request**"):

Visit Offer Site to Submit. Visit the Offer site (www.krafthomemadegift.ca). You will receive further instructions on uploading the Receipt Image and registering for the Offer. Complete the registration form by entering true and accurate information in the required fields (including, First Name, Last Name, Street Address, City, Province, Postal Code, E-Mail, month and year of birth, and Phone Number). Follow instructions and submit Receipt Image and Request (including reading and accepting any required terms and conditions) and register for the Offer.

Participants must complete all of the steps above to be eligible to receive their Gift, which will be sent via physical mail, four (4) to six (6) weeks after successful validation to the physical address provided via registration. Without the information supplied via registration, we cannot send you your Gift.

IMPORTANT: YOU MUST KEEP YOUR ORIGINAL SALES RECEIPT. Kraft Heinz reserves the right to request from a person the original sales receipt used for the purposes of this Offer for further verification purposes at any time and for any reason.

NOTE: If you have any questions about your submitted Request, please visit the Offer Site at (www.krafthomemadegift.ca), check any applicable FAQ webpage and/or email help@krafthomemadegift.ca.

6. PROCESSING OF SUBMISSIONS AND VERIFICATION

Processing of a Request will take 48 hours from the time the Request is received by or on behalf of Kraft Heinz. Kraft Heinz reserves the right to verify the authenticity of any Request received, including the identity of the individual submitting the Request.

7. DISTRIBUTION OF GIFTS

If you are eligible to receive a Gift, you will receive one at the mailing address you provided during registration, within 4 to 6 weeks of successful validation. We assume no responsibility for any undeliverable mail.

8. GENERAL CONDITIONS:

The Offer is subject to all applicable federal, provincial and municipal laws and regulations. This Offer and these Terms shall be governed by, and construed in accordance with, the laws of the Province of Ontario.

Kraft Heinz is the sole owner of the promotional materials and products of the Offer and of the intellectual property rights related thereto, and nothing in these Terms shall be construed as conferring any rights whatsoever on the participants in this regard.

9. PRIVACY:

Personal information collected from entrants (including but not limited to names, age, mailing addresses, telephone numbers, and email addresses) will only be used for the purpose of administering this Offer. By participating in this Offer, you expressly consent to Kraft Heinz, its agents and/or representatives, collection, use and disclosure of your personal information for these purposes. For a copy of Kraft Heinz's Privacy Policy, please call 1-800-567-KRAFT or visit <https://www.kraftcanada.ca/privacypromise>.