

KELLOGG'S™ BREAKFAST – PUBLIX GIFT CARD OFFER

TERMS AND CONDITIONS. INTERNET ACCESS REQUIRED.

1. **BUY \$30** (pre-tax) of any of the following participating products (any combination) at a Publix store - **Kellogg's® All-Bran®** cereal (18.6 oz.); **Kellogg's® All-Bran® Bran Buds®** cereal (22 oz.); **All-Bran® Complete® Wheat Bran Flakes** cereal (18 oz.); **Kellogg's® Apple Jacks®** cereal (10.1 oz. & 14.7 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. & 14.6 oz.); **Kellogg's® Cracklin' Oat Bran®** cereal (16.5 oz.); **Kellogg's® Crispix®** cereal (12 oz.); **Kellogg's® Eggo® Homestyle** cereal (8.8 oz.); **Kellogg's® Eggo® Chocolate** cereal (8.8 oz.); **Kellogg's® Froot Loops®** cereal (10.1 oz., 14.7 oz. & 19.4 oz.); **Kellogg's® Froot Loops® Marshmallow** cereal (10.5 oz.); **Kellogg's® Frosted Flakes®** cereal (13.5 oz., 19.2 oz. & 24 oz.); **Kellogg's® Frosted Flakes® with Marshmallows** cereal (12 oz.); **Kellogg's® Frosted Flakes® Honey Nut Crunch** cereal (13.7 oz.); **Kellogg's® Jumbo Snax** (5.4 oz. - **Froot Loops®**, **Apple Jacks®**, **Tiger Paws**, **Corn Pops®**); **Kellogg's® Frosted Krispies®** cereal (13 oz.); **Kellogg's® Frosted Mini-Wheats® Bite Size Original** cereal (18 oz. & 24 oz.); **Kellogg's® Frosted Mini-Wheats® Bite Size Blueberry Muffin** cereal (14.3 oz.); **Kellogg's® Frosted Mini-Wheats® Bite Size Strawberry** cereal (14.3 oz.); **Kellogg's® Frosted Mini-Wheats® Little Bites Chocolate** cereal (15.9 oz.); **Kellogg's® Frosted Mini-Wheats® Little Bites Original** cereal (15.9 oz.); **Kellogg's® Krave® Chocolate** cereal (17.3 oz.); **Kellogg's® Mueslix®** cereal (16.2 oz.); **Kellogg's® Raisin Bran®** cereal (16.6 oz. & 24 oz.); **Kellogg's® Raisin Bran Crunch®** cereal (15.9 oz. & 22.5 oz.); **Kellogg's® Raisin Bran® with Bananas** cereal (15.9 oz.); **Kellogg's® Rice Krispies®** cereal (12 oz. & 24 oz.); **Kellogg's® Smacks®** cereal (23 oz.); **Kellogg's® Smart Start® Antioxidants** cereal (18.2 oz.); **Kellogg's® Special K®** cereal (12 oz. & 18 oz.); **Kellogg's® Special K® Blueberry Lemon** cereal (12.8 oz.); **Kellogg's® Special K® Chocolatey Delight** cereal (13.2 oz. & 18.5 oz.); **Kellogg's® Special K® Chocolate Strawberry** cereal (12.8 oz.); **Kellogg's® Special K® Cinnamon Pecan** cereal (12.1 oz.); **Kellogg's® Special K® Fruit & Yogurt** cereal (13 oz. & 19.1 oz.); **Kellogg's® Special K® Nourish Berries & Peaches** cereal (10.5 oz.); **Kellogg's® Special K® Protein Cinnamon** cereal (13.3 oz.); **Kellogg's® Special K® Protein Cinnamon Brown Sugar Crunch** cereal (11 oz.); **Kellogg's® Special K® Protein Honey Almond Ancient Grains** cereal (11 oz.); **Kellogg's® Special K® Red Berries** cereal (11.7 oz. & 16.9 oz.); **Kellogg's® Special K® Vanilla Almond** cereal (12.9 oz. & 18.8 oz.); **Kellogg's® Special K® Raspberry** cereal (12.5 oz.); **Kellogg's® Special K® Bananas** cereal (12.8 oz.); **Kellogg's® Fun Pak®** (8.56 oz.); **Kellogg's® Variety® Pack** (10.94 oz.); **Kellogg's® Special K® Cereal In A Cup** (1.25 oz.); **Kellogg's® Froot Loops® Cereal In A Cup** (1.5 oz.); **Kellogg's® Frosted Flakes® Cereal In A Cup** (2.1 oz.); **Kellogg's® Rice Krispies® Cereal In A Cup** (1.3 oz.); **Kellogg's® Pop-Tarts®** toaster pastries (**8 ct.** – Strawberry, Cookies & Crème, Frosted Blueberry, Frosted Brown Sugar Cinnamon, Frosted Cherry, Frosted Chocolate Fudge, Frosted Raspberry, Frosted Strawberry, Frosted S'mores, Frosted Hot Fudge Sundae, Frosted Pretzel Brown Sugar Cinnamon, Crisp Apple, Red Velvet, Pretzel Salted Caramel / **12 ct.** – Frosted Blueberry, Frosted Brown Sugar Cinnamon, Frosted Strawberry, Frosted S'mores, Cookies & Crème; **Kellogg's®**

Pop-Tarts® Bites (5 ct. – Frosted Brown Sugar Cinnamon, Frosted Strawberry, Frosted Fudge, Frosted Blueberry); **Kellogg's® Pop-Tarts® Crisps** (5 ct. – Strawberrylicious, Blueberry); **Kellogg's® Rice Krispies Treats®** (8 ct. – Original, with M&Ms); **Kellogg's® Rice Krispies Treats®** (40 ct. Original); **Kellogg's® Rice Krispies Treats® Homestyle** (6 ct. – Original, Chocolate); **Kellogg's® Nutri-Grain®** bars (6 ct. – Apple Cinnamon, Blueberry, Cherry, Mixed Berry, Strawberry, Variety); **Kellogg's® Special K® Pastry Crisp** (5 ct. – Strawberry, Blueberry, Brown Sugar Cinnamon); **Kellogg's® Froot Loops®** bars (5 ct.); **Kellogg's® Frosted Flakes®** bars (5 ct.); **Kellogg's® Eggo®** waffles (4.5 oz. - Minis / 10.7 oz. – Brown Sugar Cinnamon / 10.8 oz. – Cinnamon Toast / 12.3 oz. – Homestyle, Buttermilk, Chocolate Chip, Blueberry, Low Fat Whole Wheat, Strawberry, Apple Cinnamon, **Nutri-Grain®** Blueberry, Whole Wheat, Homestyle Paw Patrol, Homestyle Mickey Mouse, Disney Frozen 2), **Kellogg's® Eggo® Thick & Fluffy** waffles (11.6 oz. – Original, Double Chocolate, Salted Caramel, Brown Sugar, Blueberry Cobbler); **Kellogg's® Eggo®** waffles (29.6 oz. – Homestyle, Buttermilk); **MorningStar Farms®** Link Sausage (8 oz.); **MorningStar Farms®** Bacon Strips (5.3 oz.); **MorningStar Farms®** Breakfast Patty (8 oz.); **MorningStar Farms®** Sausage Patty (8 oz.); **MorningStar Farms®** Hot & Spicy Sausage (8 oz.); **MorningStar Farms®** Original Patty (16 oz.) (“**Participating Products**”) at a participating retail store (“**Qualifying Purchase**”) from 5/21/21 – 6/20/21 (“**Offer Period**”). Note: Participating Products do not need to be purchased in a single transaction; they may be purchased at any time during the Promotion Period to complete a Qualifying Purchase.

2. **TAKE A PICTURE** of your receipt(s) containing the Participating Product(s) and go to www.KFR.com/publixbreakfast to register and upload your receipt(s). Each receipt must be submitted separately and within thirty (30) days of purchase. Last date to submit a receipt is 7/20/21. Only a Qualifying Purchase of \$30 (pre-tax) of Participating Products purchased at a Publix store 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/text 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.KFR.com/publixbreakfast.
3. **GET** one (1) \$10 Publix Gift Card for your Qualifying Purchase by going to www.KFR.com/publixbreakfast, log into your KFR account, select the \$10 Publix Gift Card item from the catalog and complete the shipping information, as instructed. Gift card is subject to the terms and conditions associated with its use. Participants must select the \$10 Publix Gift Card item in the KFR catalog by 8/3/21. Limit three (3) gift cards per person/KFR account in the 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 and are registered KFR members. In order to participate in the promotion, you must be a registered member of the **Kellogg's Family Rewards®** (“KFR”) program. To become a registered member of the KFR program, go to www.KFR.com/publixbreakfast and follow the instructions to complete the registration. Becoming a KFR program member is free. 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. Participation is also subject to the **Kellogg's Family Rewards**® Terms and Conditions available at <https://www.kelloggsfamilyrewards.com/content/dam/kfr/global/terms/KFRTermsandConditions.pdf>. Not valid with any other offer. Offer valid in U.S. only.

A single receipt containing the Qualifying Purchase or multiple receipts to meet the Qualifying Purchase requirement can qualify in the Offer; each receipt can only be submitted once. Offer valid only in the fifty (50) United States and District of Columbia. By submitting your receipt, you agree to receive a minimum of two (2) email messages regarding the promotion. You may opt-out of receiving the promotional messages from Sponsor at any time after receipt of the two (2) confirmation messages by clicking on the UNSUBSCRIBE link at the bottom of the email. By uploading a 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 is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials. Offer is void where prohibited.

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