

# CUSTOMER REBATE

## BIG SAVINGS COMING YOUR WAY

January 1 – July 31, 2024

### CUSTOMER INFORMATION

Customer Name: \_\_\_\_\_ Customer Contact & Title: \_\_\_\_\_

School Address: \_\_\_\_\_ Customer Phone: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Customer E-Mail: \_\_\_\_\_

### DISTRIBUTOR INFORMATION

Distributor: \_\_\_\_\_ Kellanova AFH Sales Rep: \_\_\_\_\_

### REBATE DETAILS

Case Code	Product Description	Approved Rebate Offer (\$/Case)	Est. Cases Purchased	Est. Total Reward

\* ESTIMATE REWARD VALUE IS BASED UPON TOTAL ESTIMATED NUMBER OF CASES CUSTOMER PLANS TO PURCHASE DURING THE PROMOTIONAL PERIOD. FINAL REWARD WILL BE DETERMINED BASED ON ACTUAL CASES PURCHASED AS REPORTED IN PROOF OF PERFORMANCE.

**NOTE: THIS REBATE IS NOT VALID TOWARD ANY FROZEN PRODUCTS, BOWLS, OR KITS**

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# QUALIFYING PRODUCTS

Case Code	Product Description	Case
38000-90819	Nutri-Grain® Soft Baked Breakfast Bar Blueberry for Schools	96ct / 1.55 oz.
38000-59779	Nutri-Grain® Soft Baked Breakfast Bar Apple Cinnamon for Schools	96ct / 1.55 oz.
38000-59772	Nutri-Grain® Soft Baked Breakfast Bar Strawberry for Schools	96ct / 1.55 oz.
38000-35845	Nutri-Grain® Soft Baked Breakfast Bar Raspberry	48ct / 1.3 oz.
38000-35745	Nutri-Grain® Soft Baked Breakfast Bar Blueberry	48ct / 1.3 oz.
38000-35645	Nutri-Grain® Soft Baked Breakfast Bar Apple Cinnamon	48ct / 1.3 oz.
38000-35945	Nutri-Grain® Soft Baked Breakfast Bar Strawberry	48ct / 1.3 oz.
38000-55122	Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Single Pack	120ct / 1.69 oz.
38000-55130	Pop-Tarts® Made With Whole Grain Frosted Strawberry, Single Pack	120ct / 1.69 oz.
38000-17196	Pop-Tarts® Made With Whole Grain Frosted Blueberry, Single Pack	120ct / 1.69 oz.
38000-12070	Pop-Tarts® Made With Whole Grain Frosted Fudge, Single Pack	120ct / 1.69 oz.
38000-55125	Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Twin Pack	72ct / 3.3 oz.
38000-55133	Pop-Tarts® Made With Whole Grain Frosted Strawberry, Twin Pack	72ct / 3.3 oz.
38000-17199	Pop-Tarts® Made With Whole Grain Frosted Blueberry, Twin Pack	72ct / 3.3 oz.
38000-12073	Pop-Tarts® Made With Whole Grain Frosted Fudge, Twin Pack	72ct / 3.3 oz.
30100-12695	Kellogg's® ChatSnax Vanilla Grahams	210ct / 1 oz.
30100-50689	Kellogg's® Scooby-Doo!™ Bones Cinnamon Graham Sticks	210ct / 1 oz.
30100-55644	Kellogg's® Bug Bites Cinnamon Grahams	210ct / 1 oz.
30100-40239	Kellogg's® Tiger Bites Grahams Chocolate	150ct / 1 oz.
30100-40213	Kellogg's® Tiger Bites Grahams Original	150ct / 1 oz.
30100-40221	Kellogg's® Tiger Bites Grahams Cinnamon	150ct / 1 oz.
38000-11052	Rice Krispies Treats® Made With Whole Grain (1 oz. Equiv. of Grain)	80ct/1.41 oz.
38000-26452	Rice Krispies Treats® Confetti Made With Whole Grain (1 oz. Equiv. of Grain)	80ct/1.48 oz.
38000-14567	Rice Krispies Treats® Chocolatey Chip Made With Whole Grain (1 oz. Equiv. of Grain)	80ct/1.59 oz.
38000-14540	Rice Krispies Treats® Whole Grain Mini Squares	600ct / 0.42 oz.
30100-91822	Kellogg's® Honey Grahams	150ct / 3ct
30100-91829	Kellogg's® Original Grahams	150ct / 3ct
38000-24518	Kellogg's® Crunchmania® Cinnamon Bun	100ct / 1.76 oz.
38000-24520	Kellogg's® Crunchmania® French Toast	100ct / 1.76 oz.
24100-79263	Cheez-It® Made with Whole Grain Crackers, Original Cheddar	175ct / 0.75 oz.
24100-10480	Cheez It® Made with 12g Whole Grain for Schools	60ct / 1 oz.

## Official Terms & Conditions

K-12 FOODSERVICE OPERATORS: Beginning on 1/1/24 through 7/31/24 ("Promotion Period"):

1. The **Kellanova**® Sales Team will have the opportunity to offer a custom rebate program to their designated K-12 Foodservice Operators based on the available Qualifying Products and the rebate amount for the purchase of each case. K-12 Foodservice Operators must purchase a minimum of cases of qualifying products during the Promotion Period, as specified in the rebate details of the Customer Rebate Form, in order to qualify. See Customer Rebate Form for Qualifying Products and minimum case amounts. Customer Rebate Form may be obtained from your designated **Kellanova**® Sales Representative. Any exceptions to the Qualifying Products may be allowable only with the expressed written consent of the **Kellanova**® Away From Home Sales Representative.

2. Receive a per case rebate for the Qualifying Purchase to be provided in the form of a check to the Foodservice Operator's account on behalf of the qualifying Foodservice Operator (see Customer Rebate Form for rebate amount per case). Rebate checks will ship directly from Sponsor's fulfillment provider to the qualifying Foodservice Operator's account for the value of the rebate. Maximum amount of rebate that can be earned during the Promotion Period is \$3,000 per eligible foodservice account. Any exceptions to the maximum amount of rebate that can be earned during the Promotion Period may be allowable only with the expressed written consent of the **Kellanova**® Away From Home Sales Representative.

3. To receive your rebate, complete the Customer Rebate Form with the assistance of your **Kellanova**® Away From Home Sales Representative, as instructed on the form, and submit it via email or via mail, along with the invoice(s) showing proof of Qualifying Purchase. To submit via email, email both the completed Customer Rebate Form and proof of Qualifying Purchase to: KelloggK12@kellanova.com. Invoices must include both the operator and the distributor's name and address. Qualifying Products must be clearly indicated on the proof of Qualifying Purchase and must be identified by circling or highlighting. Proof of Qualifying Purchase must be provided with your submission or your submission will be returned. Handwritten invoices will not be accepted. Customer information must be included in full. Alternatively, you may complete the Customer Rebate Form with the assistance of your **Kellanova**® Away From Home Sales Representative, as instructed, and then mail it in along with proof of Qualifying Purchase in an envelope with sufficient postage affixed to: **Kellanova**® Food Away From Home, c/o Customizable Rebate – Bid Kellogg's, 263 Shuman Boulevard #500, Naperville, IL 60563.

Email submissions must be completed by 8/31/24; and mail-in submissions must be postmarked by 8/31/24 and received by 9/7/24. Operator information must be included in full. Rebate payments will be sent to qualifying operators once validation of Qualifying Purchase has been completed. Please allow 4-6 weeks after verification of Qualifying Purchase for rebate check processing and delivery.

4. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail/submissions. No altered or forged submissions will be accepted. All submissions become the property of Sponsor and will not be returned. Sponsor is not responsible for any change of mailing address and/or phone number of participants. Sponsor reserves the right to audit submissions.

5. Limit one (1) rebate submission per eligible K-12 Foodservice Operator. Rebate offer must be submitted individually by K-12 Foodservice Operators. No bulk submissions or third-party submissions will be accepted. Offer valid for K-12 customers only.

6. Purchases must be in full cases; partial cases will not be accepted. This offer cannot be used in conjunction with any other **Kellanova**® Away From Home promotion on the Qualifying Products, bid pricing or customers with contract pricing, unless Foodservice Operator receives expressed written consent from the **Kellanova**® Away From Home Sales Representative.

Customer Rebate Forms must be fully completed in order to be eligible. Stated promotional allowances are for Qualifying Products purchased during the Promotion Period. No promotional allowances will be honored without proper documentation (i.e. distributor invoices). Handwritten invoices will not be accepted. Customer information must be included in full. Offer good only on Qualifying Purchase as stated above. Availability of some products may vary by location. Offer open only to K-12 Foodservice Operators located in the fifty (50) United States and District of Columbia who are in good standing with Sponsor during the Promotion Period and at the time of receiving any rebate; and purchasing from their designated **Kellanova**® Away From Home Foodservice Sales Representative. Sponsor reserves the right to discontinue the promotion at any time. All other offer segments do not qualify. No bulk submissions or third-party submissions will be accepted. Limit one (1) rebate submission per eligible K-12 Foodservice Operator. This rebate cannot be reproduced. Offer is void where prohibited. Sponsor: Kellanova, One Kellogg Square, Battle Creek, MI 499016