

YOU COULD
WIN
ONE OF 20
**BREAKFAST
CARTS**

OR

ONE OF 20
CUSTOMIZED
**CEREAL
BOXES**

Courtesy of
WK Kellogg Co



**A CUSTOM CEREAL BOX
FEATURING YOUR STAFF!**

WELCOME *Back to School* **SWEEPSTAKES**

JULY 1ST - NOVEMBER 30TH, 2025

IT'S EASY TO ENTER!

1

PURCHASE

Purchase a minimum of 100 cases of qualifying products to be entered. Purchase additional cases to receive more entries!

# of Cases	Entries
100 Cases	1 Entry
200 Cases	2 Entries
500 Cases	5 Entries

2

SUBMIT

SUBMIT YOUR INVOICE
as proof of purchase.

CLICK HERE TO SUBMIT

OR VISIT

<https://fsinfo4u.com/wkkellogg/cart-giveaway/>

**Grand prize winner will receive 5 breakfast carts
and their school district will be recognized on the
Frosted Mini Wheats® box for BTS promo 2026!**

**For more information, contact your Sales Representative
or visit WKKelloggAwayFromHome.com**

No Purchase Necessary. See full rules on back for complete details, including No Purchase method of Entry.
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WK Kellogg Co

K-12 FALL BACK TO SCHOOL PROMOTION OFFICIAL RULES | NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1.

PROMOTION DESCRIPTION. The **K-12 Fall Back To School Promotion** (the “Sweepstakes”) begins on 7/14/25 at 12:00:00 AM Eastern Time (“**ET**”) and ends on 12/1/25 at 11:59:59 PM (ET) (the “Promotion Period”). Eligible K-12 foodservice operators may enter the Sweepstakes during the **Promotion Period** as more fully detailed in rule #3. The methods of entry and other details of the Sweepstakes are more fully described below. One (1) Grand Prize, twenty (20) Secondary Prizes (breakfast carts), and twenty (20) Secondary Prizes (cereal box with picture) are available in the Sweepstakes.
2.

ELIGIBILITY: Open to K-12 foodservice operators that sell any of the Participating Products (as defined below); are legal residents of the fifty (50) United States and District of Columbia; are eighteen (18) years of age or older at the time of entry; and are in good standing with the Sponsor at the time of entry and time of awarding of any prize. Employees of WK Kellogg Co (“**Sponsor**”), its parent company, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, “**Promotion Entities**”) and their immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply.
3.

HOW TO ENTER: a. [Online/Purchase Entry](#)

1. Eligible K-12 foodservice operators must complete the purchase of a minimum of one hundred (100) cases of the following **Kellogg’s®** cereal products (collectively, “**Participating Products**”) during the Promotion Period (“**Qualifying Purchase**”) (see below chart for additional details for Entry through Qualifying Purchases). Participating Products are as follows:

SKU	Product	Size
41192-10717	Kellogg’s® Frosted Mini-Wheats® Cocoa Bite Size	(60ct.)
18627-11618	Kashi® Strawberry Banana Smoothie Loops	1oz. (100ct.)
38000-11469	Kellogg’s® Apple Jacks® For Schools, Breakfast Cereal	1 oz. (96ct.)
38000-11467	Kellogg’s® Froot Loops® Breakfast Cereal	1oz. (96ct.)
38000-49834	Kellogg’s® Low Fat Granola, Breakfast Cereal, Crunchy Clusters	2 oz. (48ct.)
38000-49834	Kellogg’s® Low Fat Granola, Breakfast Cereal, Crunchy Clusters, Bulk	12.5 lb. Case (4ct.)

2. Scan or take a photo of the invoice/order associated with the Qualifying Purchase which includes the Participating Product(s). Each invoice may only be submitted one (1) time for one (1) entry in the Sweepstakes.
3. Go online to <https://fsinfo4u.com/wkkellogg/cart-giveaway/> (“**Website**”); complete the registration form; and then upload the photo by 11:59:59 PM (ET) on 12/1/25.
4. Get confirmation of your entry into the Sweepstakes.

# of Cases	Entries
100 Cases	1 Entry
200 Cases	2 Entries
500 Cases	5 Entries

b. To enter the Sweepstakes without making a purchase, hand-print in ink on a 3” x 5” piece of paper, your full name, your title, complete address of your operation including zip code, daytime phone number including area code and age. Mail this completed entry in an outer mailing envelope with sufficient postage affixed to: **Away From Home – K-12 Fall Back To School Promotion**, Attn: Entry, P.O. Box 5121, Kalamazoo, MI 49003-5121. Mail-in entries must be postmarked by 12/1/25 and received by 12/8/25. No copies, facsimiles or mechanical reproductions will be accepted. Promotion Entities assume no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail.

By uploading an online entry to the Website, the entrant grants permission to the Sponsor to notify them via email message and must agree to accept all applicable charges associated therewith. Proof of uploading an entry to the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

No automated entry devices, bots and/or other programs and/or software are permitted for online entry. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, nor invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Only fully completed entries are eligible.

Limit ten (10) entries per person in the Sweepstakes – regardless of method of entry. Each mail-in entry must be mailed in a separate outer stamped envelope. Sponsor is not responsible for any change of mailing address, email address and/or telephone number of participants. In the event of a dispute over the identity of an online entry entrant in the Sweepstakes, participation will be deemed completed by the authorized account holder of the email address provided at the time of participation. “Authorized account holder” is defined as the natural person who is assigned to an email address by an Internet access provided, online service provider, wireless carrier, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address account associated with the winning entry. If a dispute cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible.

4.

RANDOM DRAWING: Potential winners will be selected in a random drawing on or about 12/9/25 from among all eligible entries received from all methods combined by Sponsor or its designee. The decisions of the Sponsor are final and binding.
5.

WINNER NOTIFICATION: Each potential prize winner will be notified by email and/or phone, using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within five (5) days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to two (2) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such prize will be forfeited and an alternate prize winner may be selected.
6.

PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: One (1) Grand Prize is available. Grand Prize consists of five (5) breakfast casts and the opportunity for the Grand Prize winning school district to be recognized on the **Kellogg’s® Frosted Mini-Wheats®** retail box for the 2026 Back To School promotion. ARV of Grand Prize \$12,500. Twenty (20) Secondary Breakfast Carts Prizes are available. Each Secondary Prize at this prize level consists of five (5) breakfasts cart for their foodservice facility. ARV of each Secondary Breakfast Carts Prize \$12,500. Twenty (20) Secondary Cereal Box Picture Prizes are available. Each Secondary Prize at this prize level consists of the winning foodservice facility receiving one (1) Kellogg’s Frosted Mini-Wheats box their team’s picture on it. ARV of each Secondary Cereal Box Picture Prize \$65. Total ARV of all prizes \$76,300. Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. Unclaimed prizes will not be awarded. Odds of winning depend on total number of eligible entries received from all entry methods combined in the Sweepstakes. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner. Limit one (1) prize per person. **Grand Prize winner and Secondary Breakfast Carts Prize winners will receive an IRS Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

7. GENERAL: Potential Grand Prize winner and Secondary Breakfast Carts Prize winners will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within ten (10) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No substitutions or transfer of prize permitted. Subject to all federal, state and local laws/regulations. By entering the Sweepstakes, each entrant agrees to release, indemnify, defend and hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents (“**Released Parties**”) from and against any and all claims, liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with entry or participation in the Sweepstakes, or the awarding, receipt, acceptance, possession use or misuse of any prize or participation in any Sweepstakes-related or prize-related activity, WHETHER OR NOT ARISING FROM THE NEGLIGENCE OF A RELEASED PARTY. Released Parties will not have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner’s agreement and consent that Sponsor may use the winner’s name, voice, likeness and/or prize information, including, without limitation, for promotional purposes, without further consideration, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THIS SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT’S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

8. LIMITATIONS AND RELEASES: Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. The Released Parties are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict a participant’s ability to enter the Sweepstakes, including any injury or damage to participant’s or any other person’s computer, or other matter relating to or resulting from participating in this Sweepstakes or uploading any materials in the Sweepstakes. The Released Parties are not liable or responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, or terrorism.

If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at their sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes; and/or to award the prizes from among all eligible non-suspect entries received from all methods combined up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

9.

PRIVACY: For information about how the Sponsor uses your personal information, please see their privacy statements, located at <https://www.wkkellogg.com/privacy-notice>.
10.

WINNER’S LIST: For names of winners, send a self-addressed, stamped envelope by 2/28/26 to: **K-12 Fall Back To School Promotion**, Attn: Winner’s List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner’s list to be available after 12/31/25.
11.

SPONSOR: WK Kellogg Co, One Kellogg Square, North Tower, Battle Creek, MI 49016.

For more information, contact your Sales Representative
or visit [WKKelloggAwayFromHome.com](https://www.wkkellogg.com/away-from-home)

No Purchase Necessary. See full rules on back for complete details, including No Purchase method of Entry.
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