

Becel[®] Bake a Difference Contest

OFFICIAL CONTEST RULES AND REGULATIONS

NO PURCHASE NECESSARY. The Becel[®] Bake a Difference Contest (the “**Contest**”) is sponsored by Upfield Canada Inc. (the “**Sponsor**”) and administered by Advantage Sales and Marketing Inc. (the “**Administrator**”). The decisions of the Sponsor with respect to all aspects of the Contest are final. By entering this Contest, entrants agree to abide by these official contest rules and regulations (the “**Official Rules**”) and do so in accordance with the Sponsor’s Privacy Policy found at <https://upfield.com/privacypolicy>. **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. You must have Internet access and an active e-mail account to participate.**

1. **CONTEST PERIOD:** The Contest begins at 12:00:00 AM on October 18, 2021 and ends at 11:59:59 PM on December 31, 2021 (the “**Contest Period**”). All entries must be received during the Contest Period. See Section 6 for details about the Draw Periods and deadlines for entry. **All times used in the Official Rules are Eastern Time (“ET”).**
2. **ELIGIBILITY:** To enter the Contest and be eligible to win, a person (“**Entrant**” or “**entrant**”) must, at the time of entry, be a legal resident of Canada who has reached the legal age of majority in the province/territory in which he/she resides. Specifically excluded from entering the Contest are: (i) employees, officers, directors, agents, dealers, and representatives of the Sponsor and Administrator and their respective subsidiaries, affiliates, advertising or promotion agencies, and independent contest organization; and (ii) a member of any such person’s immediate family (regardless of where they live) or persons with whom such person is domiciled (whether related to the person or not). In these Official Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters, partner or legal or common-law spouse.
3. **ENTERING THE CONTEST:** There are two (2) ways to enter the Contest and earn Entries. The methods of entry are as follows:
 - A. **Entry by Website Submission:** Entrants are able to enter the Contest by submitting an Entry on www.becel.ca/bake, which will require an Entrant to (i) answer a trivia question and (ii) provide the Entrant’s full name and a personal e-mail address. Limit of one (1) Entry per Entrant per day. Any attempt by an Entrant to obtain more than one (1) Entry per day by using different e-mail addresses or any other methods will void all of Entrant’s entries during the Contest Period and the Entrant may be disqualified from participation in the Contest in the Sponsor’s sole discretion. For the purposes of this Contest, a “day” begins at 12:00:00 AM (ET) and ends at 11:59:59 PM (ET).
 - B. **Entry by Instagram Submission:** To enter by Instagram submission (each an “**Instagram Submission**”; collectively, “**Instagram Submissions**”), an Entrant must

meet all of the following requirements: (i) post an original photo or video of homemade baked goods on Instagram in the Entrant's own personal Instagram feed, (ii) feature one or more of current Becel® spread products and/or Robin Hood® flour products clearly visible in the shot, (iii) tag @becelca or both of @becelca and @robinhoodbaking in the post caption, (iv) include the hashtag #bakeadifference2021 in the post caption, (v) have a "public" account on Instagram, and (vi) have the post visible for the duration of the Contest Period after the Instagram Submission is posted. If an Entrant's Instagram account is set to "Private," the Entry will not be received. Instagram Submissions received via Instagram "Stories" or other non in-feed posts on Instagram will not be valid. Reposting the same Instagram Submission more than once is not permitted and such duplicate entries will not be counted. Entrants will receive three (3) Contest bonus entries ("**Bonus Entries**") upon completion of a valid Instagram Submission. Instagram Submissions must comply with Instagram's Community Guidelines (<https://help.instagram.com/477434105621119>).

- i. Individuals may create an Instagram account by accessing Instagram at <http://instagram.com> and following the instructions and terms to create an account for free. Information provided to Instagram to open an account is subject to Instagram's Data Policy, located at <https://www.facebook.com/help/instagram/519522125107875>. This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram.
- ii. Limit of one (1) Instagram Submission per person, per day. Any attempt by any Entrant to complete multiple Instagram Submissions by using multiple/different Instagram accounts will void all of Entrant's entries during the Contest Period, and that Entrant may be disqualified from participation in the Contest, in the Sponsor's sole discretion. Entrants who do not follow the instructions for an Instagram Submission or otherwise fail to abide by these Official Rules or other instructions of Sponsor may be disqualified.
- iii. By submitting an Instagram Submission in connection with this Contest, each Entrant consents to Sponsor and its agents publishing, posting, reposting and/or using such Instagram Submission in any way, in any and all media, all without any further obligation to the Entrant. Photographs or videos made part of any Instagram Submission must be unpublished, must be an Entrant's original photograph or video, have been created by the Entrant for the purposes of entering this Contest, and cannot infringe upon any rights of any third party, including but not limited to copyright, or other intellectual property rights, or rights of privacy or publicity. Any Entrant whose Entry includes the likeness of a third party or contains elements not owned by Entrant (such as, but not limited to, depictions of persons, buildings, trademarks or logos) must be able to provide legal releases for such use,

including Sponsor's use of such Instagram Submission, in a form satisfactory to Sponsor, upon request, prior to the award of a Prize. Sponsor reserves the right to disqualify any Entrant from the Contest and/or report to Instagram any Instagram Submission it deems to be inappropriate, offensive, or not in keeping with Sponsor's image, in its sole discretion. Any Entry that is deemed not to be original or is inappropriate for publication may be declared to be ineligible at the Sponsor's sole discretion.

- iv. Instagram Submissions only represent the views/opinions of the applicable Entrant and do not reflect the views/opinions of Sponsor in any manner. Sponsor disclaims any and all liability in conjunction with an Entrant's Instagram Submissions, and each Entrant who submits an Instagram Submission releases Sponsor of all claims in connection with such Instagram Submission.

4. **ENTRIES & ENTRY LIMIT:** An "Entry by Website Submission" and "Entry by Instagram Submission" will each be referred to as an "Entry". During the entire Contest Period, there is a limit of seventy-four (74) Entries by Website Submission per Entrant, for a total limit of seventy-four (74) Entries per Entrant, and seventy-four (74) Entries by Instagram Submission per Entrant, for a total limit of two hundred and twenty-two (222) Bonus Entries per Entrant. In the event it is determined that an Entrant has entered in a fashion not sanctioned by these Official Rules and/or has submitted more than the number of Entries by Website Submission or Entries by Instagram Submission permitted by these Official Rules, the Entrant may be disqualified and all of the Entries submitted by the Entrant may be disqualified. Proof of transmission (screenshots or captures, etc.) does not constitute proof of delivery of an Entry. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and may be disqualified.
5. **PRIZES:** There will be four (4) bi-weekly prize draws, each available to be won by three (3) winners (each of these prizes being a "Bi-Weekly Prize"), and one (1) grand prize available to be won by one (1) winner (the "Grand Prize" and together with the Bi-Weekly Prizes, each a "Prize" and together the "Prizes") – see respective Draw Dates in Rule 6 below. Each Prize consists of a unique baking kit (each a "Baking Kit") containing assorted culinary accessories. The individual items and estimated total retail value of each Prize are outlined in the table below.

Limit of one (1) Prize per person. Prizes must be accepted as awarded without substitution. Notwithstanding the foregoing, the Sponsor reserves the right, in the event that any Prize cannot be awarded as described for any reason (as determined by Sponsor in its sole discretion), to substitute another prize, or part of a prize, of equal or greater value, without liability.

Draw Period	Number of Winners	Est. Prize Value per (1) prize	Prize Contents	Draw Date
1	3	\$268.49 (CAD)	Baking Kit comprised of: 3-Tier Enamel Dessert Stand; Silicone Cupcake Liners Assorted x2; 3-Piece Metal Bakeware Set; Master Cake Decorating Piping Set 55 Piece; Cupcake + Icing Recipe Card	November 3, 2021 at 11:00 am ET
2	3	\$254.79 (CAD)	Baking Kit comprised of: 8-Piece Professional Bakeware Set; Food Scale; Set of 3 Mixing Bowls; 3-Tier Cooling Rack; Chocolate Brownies Recipe Card	November 17, 2021 at 11:00 am ET
3	3	\$305.93 (CAD)	Baking Kit comprised of: Hand Mixer; Rolling Pin; Cookie Scoop; Holiday Cookie cutters set of 26; Measuring Cups; Chocolate Chip Cookie Recipe Card	December 1, 2021 at 11:00 am ET
4	3	\$272.00 (CAD)	Baking Kit comprised of: Shallow Fry Pan; Silicone Kitchen Utensil Set of 5; Apron, Mitts & Pot Holders; Vegetarian Side Dish & Festive Dessert Recipe Cards	December 15, 2021 at 11:00 am ET
Grand Prize Draw	1	\$879.44 (CAD)	Baking Kit comprised of: Stand Mixer; Linen Tablecloth; Dinner Plate Set of 4; Bowl Set of 4; Copper Cheese Knives; Serving Board; Main Dish Recipe Card	January 5, 2022 at 11:00 am ET

6. **DRAWS:** A Bi-Weekly Prize draw to select three (3) Entrants as potential winners of each Bi-Weekly Prize will be held at approximately 11:00 AM (ET) on each of the defined draw dates (each a “**Draw Date**”) set out in the table below, in Toronto, Ontario, from among all Entries that are received by no later than 11:59:59 PM ET on the Draw Eligibility Deadline. For greater certainty, all unselected Entries in a Bi-Weekly Prize draw will carry over into any subsequent Bi-Weekly Prize draw(s) (as determined by the Sponsor at its sole discretion). The Grand Prize draw to select one (1) Entrant as the potential winner of the Grand Prize will be held at approximately 11:00 AM (ET) in Toronto, Ontario on January 5, 2022 from among all Entries submitted at any time during the Contest Period. Odds of being selected as a potential winner of a Bi-Weekly Prize depend on the total number of Entries received by the applicable Draw Deadline. Odds of being selected as the potential winner of the Grand Prize depend on the total number of Entries received during the Contest Period. The selected Entrant will be contacted by (i) direct message on Instagram, if the winning Entry was submitted through Instagram, or (ii) email, if the winning Entry was submitted through the website, within five (5) business days of the Draw Date. If a selected Entrant (a) cannot successfully be reached within five (5) business days of the first notification; (b) fails to correctly answer the skill testing question (see Section 7); or (c) fails to return the properly executed Release Form within the specified time, then he/she will be disqualified and another Entrant will be randomly selected, time permitting, until such time as a selected Entrant fulfills all of the foregoing requirements or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected Entrant.

Draw Period	Draw Eligibility Start Date and Time	Draw Eligibility Deadline	Draw Date
1	October 18, 2021 at 12:00:00 am ET	November 1, 2021 at 11:59:59 pm ET	November 3, 2021 at 11:00 am ET
2	November 1, 2021 at 12:00:00 am ET	November 15, 2021 at 11:59:59 pm ET	November 17, 2021 at 11:00 am ET
3	November 15, 2021 at 12:00:00 am ET	November 29, 2021 at 11:59:59 pm ET	December 1, 2021 at 11:00 am ET
4	November 29, 2021 at 12:00:00 am ET	December 13, 2021 at 11:59:59 pm ET	December 15, 2021 at 11:00 am ET
Grand Prize Draw	October 18, 2021 at 12:00:00 am ET	December 31, 2021 at 11:59:59 pm ET	January 5, 2022 at 11:00 am ET

If there are no Entries to draw from for any given Draw Date for a Bi-Weekly Prize, the Bi-Weekly Prizes scheduled to be awarded that date will be added to an additional draw (the “**Reserve Draw**”) to be held along with the Grand Prize draw on January 5, 2022. The Reserve Draw will consist of as many Prizes as went unawarded during the primary Draw Dates and potential winners will be randomly selected from all entries received during the Contest Period from Entrants who have not previously been qualified as a Bi-Weekly Prize Winner.

7. **PRIZE CLAIM CONDITIONS:** To be declared a winner of a Prize, the selected Entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question (which may, in the sole and absolute discretion of the Sponsor, be administered by telephone, by email or other electronic means, or in the Sponsor's Release Form). The selected Entrant will also be required to sign a Declaration and Release Form (the "**Release Form**") confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor and Administrator and each of their dealers, agents, affiliated and related companies, advertising and promotional agencies, and their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively, the "**Releasees**") from any liability in connection with or arising out of any Prize or this Contest. The Release Form must be executed within the time period specified on the Release Form or the Prize may be forfeited. Upon receipt of the completed Release Form and the selected Entrant correctly answering the mathematical skill testing question, the Prize will be awarded in accordance with procedure set out in Section 5.
8. By entering and accepting a Prize, each winner agrees to Sponsor's use of his/her name, city/province of residence, picture, biographical information, statements, voice and likeness in any advertising and publicity Sponsor and its respective successors, assigns and licensees may conduct relating to the Contest in any media or format, whether now known or hereafter developed, including but not limited to the Internet, at any time or times in perpetuity, without further compensation or notice, and hereby releases Sponsor and the Releasees from any liability with respect thereto.
9. The Releasees will not be responsible for late, lost, illegible, incomplete, falsified or destroyed Entries and all such Entries are void. Entries that have been tampered with or altered or do not meet the requirements of submitting an Entry in accordance with these Official Rules are also void. The Releasees will not be liable for any failure of the Contest Website, do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. Entry material/data that have been tampered with or altered are void. In the event of a dispute, entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g., business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. If the identity of an Entrant is disputed, the authorized account holder associated with the email account at the time of entry will be deemed to be the Entrant. A selected Entrant may be required to provide proof that he/she is the authorized account holder of the email address associated with

the selected Entry. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s).

10. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages; therefore, such exclusions may not apply to you. BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT THE RELEASEES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM THE CONTEST, INCLUDING THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE, TRAVEL TO OR THE MERCHANDISE FOR WHICH IT IS REDEEMED (IF APPLICABLE). FURTHER, BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT THE RELEASEES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM: A) ENTRY OR PARTICIPATION IN THIS CONTEST, INCLUDING ACCESS TO AND USE OF THE CONTEST WEBSITE, B) ANY CLAIMS BASED ON PERSONALITY OR PRIVACY RIGHTS, DEFAMATION OR MERCHANDISE DELIVERY, OR C) ANY CLAIMS BASED ON SPONSOR'S USE OF AN ENTRANT'S INSTAGRAM SUBMISSION.
11. The Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux in Quebec, to terminate or suspend this Contest or to amend the Official Rules at any time and in any way, without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason the Contest is not capable of running as originally planned, for example because of tampering or infection by computer virus, the Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux in Quebec, to terminate the Contest and conduct a random draw from all previously received eligible entries.
12. **FOR QUEBEC RESIDENTS:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.
13. All Entries become the permanent property of Sponsor. No correspondence will be entered into except with the selected Entrants. The Contest is subject to all applicable federal, provincial/territorial and municipal laws. By participating in the Contest, each Entrant agrees that the Releasees have not made, with respect to each of their own products / services provided as a prize or part thereof (if applicable), any warranty, representation or guarantee express or implied, in fact or in law, with respect to the prize and specifically disclaim all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose. Winning a prize is

contingent on fulfilling all the requirements set forth herein. All Entries and prize claims are subject to verification. Proof of Entry submission does not constitute proof of receipt. Entrants agree to abide by these Official Rules. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. The Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate or necessary to comply with applicable law. Should a winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to Sponsor his / her prize, or the cash value thereof. **WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.**

14. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials including, but not limited to the Registration Form, Contest Website, and/or point of sale, television, print or online advertising; the terms and conditions of these Official Rules shall prevail, govern and control.
15. The Sponsor respects your right to privacy. The information you provided will only be used for the purpose of administering this Contest and Prize fulfillment, unless otherwise stated. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit: <https://upfield.com/privacypolicy>. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of his/her personal information.