

KELLANOVA™ K-12 HOW DO YOU CRUNCH? CONTEST

OFFICIAL RULES

1. CONTEST DESCRIPTION: The **Kellanova™ K-12 How Do You Crunch? Contest** (the “**Contest**”) is a K-12 foodservice recipe contest (see rule #2 for ELIGIBILITY) where entry begins on 7/14/25 at 12:00:00 AM Eastern Time (“**ET**”) and entry ends on 9/26/25 at 11:59:59 PM (ET); and Public Voting ends on 10/17/25 (the “**Contest Period**”).

The Contest Period consists of:

- a) an entry phase that begins at 12:00:00 AM (ET) on 7/14/25 and ends at 11:59:59 PM (ET) on 9/26/25 (the “**Entry Period**”);
- b) a “**Judging Period**” that will take place throughout the Entry Period and will conclude on 10/3/25 to determine up to five (5) Finalists;
- c) a “**Public Voting Period**” for the Finalists that begins on or about 10/6/25 at 10:00:00 AM (ET) and ends on 10/17/25 at 11:59:59 PM (ET) to determine the one (1) Grand Prize winner and four (4) First Prize winners (subject to verification);
- d) the “**Winner Notification Period**” will occur from 10/20/25 through 10/24/25.

Throughout the Contest Period, eligible entrants will have the opportunity to create an original recipe concept for their foodservice facility’s menu using **Kellogg’s® Grahams®** or **Cheez-It® Crackers** (see below and Website for full list of “**Participating Products**”) and submit it via the Website with its name along with a brief written description of the recipe preparation and up to two (2) photos (one (1) photo must be of a single serving) of the prepared dish (as defined below) (the “**Submission**”), as more fully set forth below. For purposes of this Contest, a “**Day**” is defined as any 24-hour period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). There will be one (1) Grand Prize winner and four (4) First Prize winners in the Contest that will be determined using the judging criteria as further described below at the conclusion of the Public Voting Period.

Participating Products in the Contest include:

SKU	Products	Size
24100-12431	Cheez-It® Made with 8g Whole Grain Crackers, Buffalo	175 ct. / 0.75 oz.
24100-79263	Cheez-It® Made with 9g Whole Grain Crackers, Original	175 ct. / 0.75 oz.
24100-10480	Cheez-It® Made with 12g Whole Grain Crackers, Original	60 ct. / 1 oz.
30100-12956	Kellogg’s® Scooby-Doo!™ Baked Graham Cracker Snacks Chocolate	210 ct. / 1 oz.
30100-50689	Kellogg’s® Scooby-Doo!™ Baked Graham Cracker Snacks Cinnamon	210 ct. / 1 oz.
30100-55644	Kellogg’s® Bug Bites® Cinnamon Grahams	210 ct. / 1 oz.
30100-40213	Kellogg’s® Tiger Bites Granola Grahams Original / Honey	150 ct. / 1 oz.