

# Filling Festive

## Contest Guidelines and Rules

**What:** A fun challenge to get in the holiday spirit and spread cheer with recipes and treats! Participants will make a Reel showing how they make a dessert of their choice using only the ingredients they already have on hand, as well as an Itaberco Filling that they will receive at random. Participants cannot claim ownership of the recipe they create as they can be used by Itaberco or by any

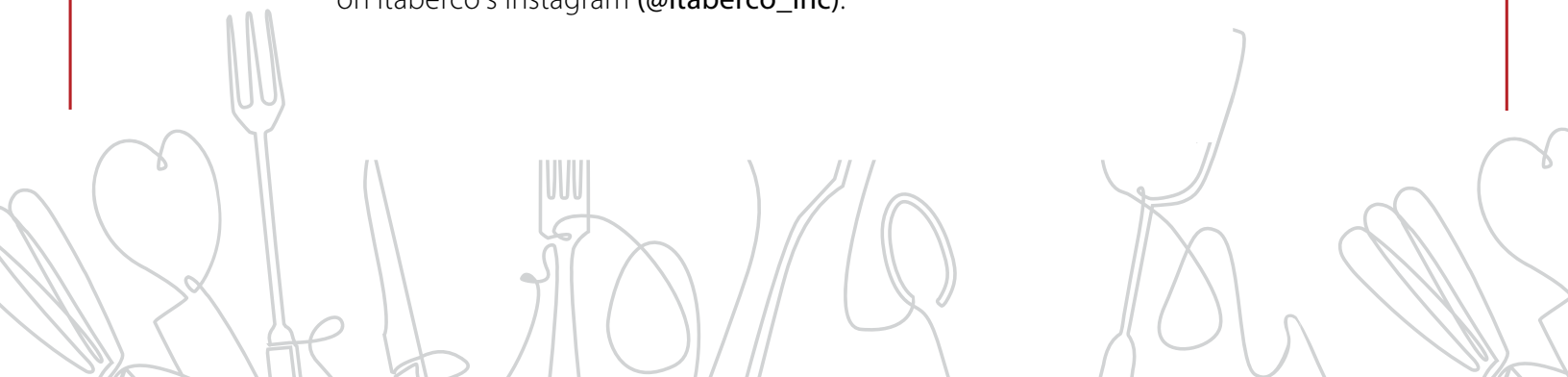
**Who:** The contest is open to professional pastry chefs only.

**Deadline:** All submissions will be accepted until **11:59 pm EST on Friday, 12/24/2021.**

**How winners will be selected:** One (1) winner will be selected by a panel of judges from Itaberco's product development and marketing teams. Each video will be judged based on various aspects including creativity, presentation, and overall video quality. The scoring will be based on a scale of 1-10 for each category, then those scores will be added together to determine the final score. In the event of a tie, the contestants' names who have tied will be put into a random drawing to determine the winner.

**Prize:** One winner will receive a \$250 prepaid gift card, as well as \$100 in product credit to be used on Itaberco products.

**Steps:** 1. Like the contest post on Instagram, tag 3 other professional pastry chefs you know in the comments section of the post and follow @itaberco\_inc. 2. Submit the information on the form found on <https://itaberco.com/fillingfestive/> by Sunday 12/05/21 in order to receive your Itaberco Filling 3. Once you receive the filling, record yourself creating your masterpiece. Just the sweet stuff– that means nothing savory. We want you to stay safe and healthy, so don't go shopping for ingredients– only use what you already have on hand and your Itaberco Filling. 4. Post your Reel on Instagram. Be sure to use the hashtag #itabercosweetlife and tag @itaberco\_inc in order for your entry to be received. The steps can also be found on the contest post on Itaberco's Instagram (@itaberco\_inc).





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NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

- 1. Eligibility:** This Contest is open only to those who sign up at through Instagram and the link included here (<https://itaberco.com/homesweethome>) and who are at least 18 years of age as of the date of entry. The Contest is only open to legal residents of the United States and is void where prohibited by law. Employees of Itaberco, Inc., its affiliates, subsidiaries, advertising and promotion agencies, and suppliers, (collectively the "Employees"), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.
- 2. Agreement to Rules:** By participating in the Contestant you agree to these rules, and you represent and warrant that you meet the eligibility requirements. In addition, you agree to accept the decisions of Itaberco, Inc. as final and binding as it relates to this Contest.
- 3. Contest Period:** Entries will be accepted online starting on April 7th at 12pm EST and ending April 30th at 11:59 PM EST. All online entries must be received online, through our website.
- 4. How to Enter:** 1. Like the contest post on Instagram, tag 3 other professional pastry chefs you know in the comments section of the post and follow @itaberco\_inc. 2. Submit the information on the form found on <https://itaberco.com/homesweethome/> in order to receive your Itaberco Compound. 3. Once you receive the compound, record yourself creating your masterpiece. Just the sweet stuff– that means nothing savory. We want you stay safe and healthy, so don't go shopping for ingredients– only use what you already have on hand and your Itaberco Compound. 4. Post your 1-minute (or less) video on Instagram. Be sure to use the hashtag #itabercosweetlife and tag @itaberco\_inc in order for your entry to be received. The steps can also be found on the contest post on Itaberco's Instagram (@itaberco\_inc) as well as on <https://itaberco.com/homesweethome/>
- 5. Prizes:** The Winner(s) of the Contest (the "Winner") will receive a prepaid \$250 gift card and \$100 of Itaberco Credit (to be used towards purchasing product and cannot be used to cover shipping expenses). Actual/appraised value may differ at time of prize award. The specifics of the prize shall be solely determined by Itaberco, Inc. No cash or other prize substitution shall be permitted except at Itaberco, Inc.'s discretion. The prize is nontransferable. Any and all prize-related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for Itaberco, Inc. to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation.
- 6. Odds:** The odds of winning depend on the number of eligible entries received.
- 7. Winner Selection and Notification:** Winner will be selected by a vote under the supervision of Itaberco, Inc. Winner will be notified by email with the email address provided at time of entry, within five (5) days following selection of Winner. Itaberco, Inc. shall have no liability for Winner's failure to receive notices due to spam, junk e-mail or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 5 days from the time award notification was sent, or fails to timely return a completed and executed



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declaration and release as required, the prize may be forfeited, and an alternate Winner selected. Receipt by Winner of the prize offered in this Contest is conditioned upon compliance with any and all federal, state, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (AT ITABERCO'S SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CONTEST, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

8. Rights Granted by You: By entering this content (e.g., photo, video, text, etc.), You understand and agree that Itaberco, Inc, any representative of Itaberco, Inc., and Itaberco, Inc.'s licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, portrait, picture, voice, likeness, image, statements about the Contest, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes without any further compensation, notice, review, or consent. By entering this contest, you represent and warrant that your entry is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, you will be disqualified at the sole discretion of Itaberco, Inc. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party, you shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless Itaberco, Inc. from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, arising out of such infringement or suspected infringement of any third party's right.

9. Terms & Conditions: Itaberco, Inc. reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest should an Act of God cause complications beyond Itaberco, Inc.'s control to conduct of the Contest. Itaberco, Inc. reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Terms & Conditions. Itaberco, Inc. has the right, in its sole discretion, to maintain the integrity of the Contest, to void votes for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by Contest rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws. Should such attempt be made, Itaberco, Inc. reserves the right to seek damages to the fullest extent permitted by law.

10. Limitation of Liability: By entering, You agree to release and hold harmless Itaberco, Inc. and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.

11. Disputes & Governing Law: This Contest and agreement shall be governed by and construed in accordance with the laws of the State of Maryland without giving effect to any applicable conflicts of law provisions.