



**Vote for Your Favorite al fresco “PINK” Recipe Sweepstakes
09/2/14-10/31/14 Sweeps Dates
NOTICE TO ONLINE ENTRANTS**

In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor(s) are not responsible for: (i) lost, late, misdirected, damaged or illegible entries; or (ii) error, 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 or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor(s) on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes. By participating in the Sweepstakes, you (I) agree to be bound by these official rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of the Sponsor(s), which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these official rules may result in disqualification from the Sweepstakes. Sponsor(s) reserves the right to: (i) permanently disqualify from any Sweepstakes it sponsors, any person it believes has intentionally violated these official rules; and (ii) withdraw the online entry and Sweepstakes if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), and to select winners from among all eligible entries received prior to withdrawal.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR(S) RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

OFFICIAL RULES

NO PURCHASE REQUIRED. Purchasing does not improve your chances of winning.

SWEEPSTAKES ELIGIBILITY: The “Vote for Your Favorite al fresco “PINK” Recipe Sweepstakes (the “Promotion or Sweepstakes”), an Entry Sweepstakes, is open to legal residents of the 50 United States and the District of Columbia (U.S.), age 21 or older at the time of entry. Void in Puerto Rico, outside the U.S., and wherever else prohibited by law. Employees of al



fresco All Natural®, Kayem Foods Inc.(the "Sponsors"), and their subsidiaries, affiliates, employees, advertising and promotion agencies, and the immediate family members of, and/or those living in the same household of each, are not eligible to enter. Sweepstakes is subject to all applicable federal, state and local laws and regulations.

SWEEPSTAKES ENTRY: Visit (<http://www.facebook.com/alfrescoallnatural>), or (www.alfrescoallnatural.com/promos/pink) and register to vote for your favorite "PINK" recipe and you will be automatically entered into the **"Vote for your favorite al fresco "PINK" Recipe Sweepstakes"**. Follow all entry instructions to complete and submit the online entry form including first name, last name, address, city, state, zip code, phone number, email address and preferred grocery store. You must select one (1) of the three (3) recipes and agree to official rules to be eligible for submission. **Online entries must be received between 12:01 AM, Eastern Time ("ET") Monday, September 8, 2014 and 11:59 PM Eastern Time ("ET") Friday, October 31, 2014** (the "Sweepstakes Entry Period"). Online entrants are subject to all notices posted online including but not limited to the Sponsors' Privacy Policy. **Limit: One online entry per person or email address per day.** In the event of a dispute, online 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" means the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address.

Random Drawing: One (1) Grand Prize winner will be selected in a random drawing on or about Monday, November 3, 2014, from among all eligible entries received. Random drawing will take place via www.random.org, a third party random number generator. All decisions by al fresco All Natural®, Kayem Foods, Inc. in relation to the Sweepstakes are final and binding.

The Total Approximate Retail Value ("ARV") of the Grand Prize is: \$1,300.00

Prizes/Value/Odds: Two (2) Runners up Prizes will be awarded. **TOTAL RUNNERS UP ARV COMBINED: \$600.00**

GRAND PRIZE: One (1) Grand Prize winner will receive one (1) AMEX® Gift Card in the amount of \$1,000.00, (1) "Bag O' Loot" containing one (1) al fresco® cooler bag with trivet, spatula, potholder, one (1) year's worth al fresco® product in the form of coupons for 16-FREE al fresco® product (any), maximum value of \$6.99, (total approx value \$112), and one (1) "Bamboo Kitchen Serving Set" including one (1) bamboo pasta serving bowl, one (1) 17" bamboo bread board, and one (1) 12" bamboo spoon.

TOTAL GRAND PRIZE ARV: \$1,300.00.

RUNNERS UP PRIZE: Two (2) Runners Up will each receive the following branded items; one (1) Bag O' Loot" containing one (1) al fresco® cooler bag with trivet, spatula, potholder, one (1) year's worth al fresco® product, awarded in 16-FREE al fresco® product coupons, maximum value of



\$6.99 each, (total approx value \$112), and one (1) "Bamboo Kitchen Serving Set" including one (1) bamboo pasta serving bowl, one (1) 17" bamboo bread board, and one (1) 12" bamboo spoon.

TOTAL RUNNERS UP PRIZE ARV: \$300.00

PRIZE CONDITIONS: Winner will be notified by email, telephone and/or U.S. mail. Winner must respond within 24 hours of notification and will be required to sign and return, within ten (10) business days of winner notification, an Affidavit of Eligibility. If winner fails to comply by the prize conditions, winner will forfeit the prize and a new random winner will be selected with the same prize conditions and requirements.

Odds of winning will depend upon the total number of eligible entries received.

PRIZE PACKAGE: The prize package will be awarded within approximately 45 days after the winner is verified. The winner is responsible for all federal, state and local taxes, if applicable. If a winner is otherwise eligible under these Official Rules, but is nevertheless deemed a minor in his or her state of primary residence, the prize will be awarded in the name of winner's parent or legal guardian. If a prize notification or prize is returned as undeliverable, it will result in disqualification, and the prize will be awarded to an alternate random winner in order of entry date. Prize is non-assignable or transferable to another individual, except to a surviving spouse. Winner is responsible for all federal, state, and local sales and income taxes, if applicable. Winner acknowledges that the Sponsor(s) and all other businesses affiliated with this Sweepstakes and their agents do not make, nor are in any manner responsible for, any warranty, representations, expressed or implied, in fact or in law, relative to the quality, conditions, fitness or merchantability of any aspect of the prize being offered, except that the prize shall be subject to prize provider's standard warranty/guarantee/terms (if any). Entry and acceptance of any prize constitutes permission to use winner's name, prize won, hometown and likeness for online posting and promotional purposes without further compensation, except where prohibited by law. All entries become the property of Sponsor(s).

AFFIDAVIT OF ELIGIBILITY AND PUBLICITY RELEASE: Where permitted by law, winners and participants grant al fresco All Natural®, Kayem Foods, Inc., and their subsidiaries, affiliates and those acting pursuant to their authority, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the winners' and participants' names, portraits, pictures, voices, likenesses, the identity of their city and state of residence and biographical information for advertising and promotional purposes without additional consideration. Except where prohibited by law, winners and participants will be required to sign an Affidavit of Eligibility and Release. Parents and/or guardians will be required to sign off on behalf of all minors, if applicable. Failure by any winner or participant to comply, or return any required releases and related documentation, may result in forfeiture of the prize for all winners and participants. All entries become the property of Sponsor(s).



GENERAL: Participating entrants agree to these Official Rules and the decisions of the Sponsor(s), and release the Sponsor(s) and their affiliated companies, and all other businesses involved in this Sweepstakes, as well as the employees, officers, directors and agents of each, from all claims and liability relating to their participation, acceptance and use/misuse of the prize offered. Sponsor(s) are not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of any prize. If, for any reason, the Sweepstakes is not capable of running as planned because of circumstances or causes, which, in the Sponsors' sole discretion, affect the administration, security, fairness, or proper conduct of this Sweepstakes, Sponsor(s) reserve the right to terminate, modify or suspend the affected portion of the Sweepstakes at any time, and/or select winners from entries received prior to such an action. Sponsor(s) are not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize. Sponsor(s) reserves the right to terminate the Sweepstakes at any time, for any reason, without notification and/or awarding prizes.

PRIVACY: By entering and providing the required entry information, Entrants acknowledge that the Sponsor(s), al fresco® All Natural, Kayem Foods, Inc., may send information, samples or special offers it believes may be of interest to Entrant, or other information or goods offered by its marketing partners. Personal information collected from online entrants is subject to the Privacy Policies, which can be found at www.alfrescoallnatural.com

Sponsor(s)/Administrator(s): al fresco® All Natural, a division of Kayem Foods, Inc, 75 Arlington Street, Chelsea, MA 02150

Void outside the U.S., in Puerto Rico, and wherever else prohibited.

Winner Announcement: Contest winners will be announced the week of November 11, 2014 on www.facebook.com/alfrescoallnatural.

PROMOTION DATES

Entry Period:	9/1/14 (12:01 AM EST) – 10/31/14 (11:59 PM EST)
One (1) Grand Prize Winner Selected:	Week of 11/3/14 (random.org)
Two (2) Runners Up Selected:	Week of 11/3/14 (random.org)
Winner Announced:	Week of 11/17/14 (facebook.com)
Links:	
Vote for your favorite "pink" recipe	www.facebook.com/alfrescoallnatural
Sign up for al fresco e-Newsletter	https://www.alfrescoallnatural.com/newsletter