



## OFFICIAL RULES (the “Rules”)

### CONTEST NAME – Kraft Heinz Contest

**CONTEST PERIOD: January 8 to January 14, 2026**

**1. ORGANIZER.** The contest is being sponsored and held by Metro Ontario Inc. on behalf of its banner Food Basics (the “Organizer” or “Contest Organizer”).

**2. CONTEST PERIOD.** The Contest will run during the following period (“Contest Period”):

Start Date: January 8th, 2026  
Time: 00:00:01 Eastern Time (ET)

End Date: January 14th, 2026  
Time: 23:59:59 Eastern Time (ET)

### 3. ELIGIBILITY

The Contest is open to residents of Ontario who are of the age of majority at the time of entry. To participate, you must be a member of the Moi Rewards program.

The following persons are excluded from entering the Contest: directors, officers, executives, employees, agents and representatives of the Contest Organizer, its parent company, or any company or other legal entity controlled by or affiliated with them, and those of participating stores, advertising and promotional agencies, suppliers of prizes, partners in this contest, including suppliers of goods and services related to this Contest, as well as members of their immediate families (brothers, sisters, children, fathers, mothers, legal or common-law spouses, wherever they may reside) and the individuals with whom they reside (whether related or not).

### 4. ENTRY / NO-PURCHASE-REQUIRED

**No purchase is required to enter or win. A purchase does not increase odds of winning.**

The Contest will run in Food Basics Moi Rewards program participating stores in Ontario and on Food Basics online ecommerce website (the “Participating Stores”).

**Moi Rewards member** — To enter, you have to be a Moi Rewards program member. If you are not a member, you can sign up on [www.moirewards.ca](http://www.moirewards.ca). Simply fill in the registration form, and enter your first and last names, full address, phone number(s), birth date and email address. Choose a username and password. If you are already a Moi Rewards member, make sure that the information you provided in joining the Moi program is up to date, and consent to having it used for this Contest.

**Entry** — To enter, you must make a qualifying purchase in a Participating Store and present your Moi Rewards card at the time of purchase.

Members must purchase 1 (one) qualifying item from the following list of products to receive one (1) entry (a "Qualifying Purchase") during the week of the Contest. Each additional product purchased during the same transaction will receive an additional entry.

**All "qualifying products"**

- 43670901 Heinz garlic ail mayo. 340ml
- 43670903 Heinz sriracha mayo. 340ml
- 43670905 Heinz bacon mayo. 340ml
- 43670906 Heinz garlic ail parmesan mayo. 340ml
- 43670907 Heinz pickles mayo. 340ml
- 43670908 Heinz habanero mayo. 340ml

Moi Rewards Members can also earn an additional entry by completing the purchase requirements noted above plus adding the Kraft contest coupon on their Food Basics app to their account.

The purchase must be for a Contest qualifying product during the week of the Contest, either in-store or for online groceries. You will be automatically entered in the contest on the purchase of one qualifying product and presentation or inputting of your MOI Rewards card at the time of purchase. Ensure that the information you have provided for registration in the Moi program is up to date and that you have consented to the use of such information in connection with this Contest.

If you don't have your Moi Rewards card on you, you must have your cash register receipt stamped at the service counter before leaving the store. You can return to the store, present the stamped cash register receipt and your Moi card at the service counter and ask that your points balance be adjusted and to be entered in the contest. Only stamped cash register receipts will be accepted.

**No-purchase entry.** To receive an entry form without purchase, you must hand-write a legible and original letter of at least 50 words explaining why you love shopping at Food Basics, including your full name, complete address including postal code, telephone number, e-mail address and Moi membership number, and mail it in an envelope with sufficient postage to: Moi Rewards, KRAFT CONTEST, 5559 Dundas Street West, Toronto, Ontario, M9B 1B9. Entries must be received no later than January 14<sup>th</sup>, 2026, or postdated to that date. Your letter will be validated by a representative of the Organizer and your entry will be added to the database.

**Limit.** Entrants must respect the following entry limits, failing which they will be disqualified:

- **Entry with Qualifying Purchase:** One (1) entry per Qualifying Purchase plus one (1) additional entry for adding the Kraft Contest Coupon on your Food Basics app to your account on your first Qualifying Purchase.
- **No-purchase entry:** One (1) entry per eligible Moi Rewards Program member.

## 5. PRIZES

The prizes to be won and their approximate retail value are:

Description	Number of prizes	Approximate Retail Value of Each Prize	Odds of winning
125,000 Moi points	4	The ARV of one (1) prize is approximately \$1000 CDN	Dependant on the number of valid entries received during the Contest Period.

Prizes will be awarded at random. A winner may win only one (1) prize. A winner cannot claim a specific prize. The Contest Organizer bears no liability relating to a prize once it is delivered. Prizes are subject to the MOI Rewards cards' terms and conditions of use.

## 6. DRAW

Draw date: January 21<sup>st</sup>, 2026

Draw time: 10:00 AM Eastern Time (ET)

The draw takes place at the Organizer's offices, 5559 Dundas Street West, Toronto, ON

Draw Details: Random selection of four (4) eligible entries during the Contest from all valid entries received during the Contest Period.

## 7. CLAIMING PRIZES

To be declared a winner, a selected entrant must:

- be reachable by phone or email, at the Contest Organizer's sole discretion, within five (5) days of the draw. Any selected entrant that the Organizer, having taken appropriate and reasonable measures to contact, has not been able to reach within that time frame shall be disqualified, and a new draw will be made to award the prize. A selected entrant reached by email must reply according to the instructions therein, if any. Any prize notification email with an "undeliverable message" shall result in the entrant's disqualification and the selection of a new entrant.
- sign the Declaration and Release Form noted below and sent by the Organizer and return it to the Organizer within five (5) days of receipt.
- answer a mathematical skill-testing question correctly, without assistance or mechanical aid.
- provide photo ID, upon request and in a timely fashion.

Failure to comply with the conditions set out in these Rules or to accept his/her/they prize will result in the selected entrant's disqualification, in which case, the Contest Organizer may, at its sole discretion, cancel the prize or draw again from among the remaining eligible entries until an entrant is selected and declared the winner. If no entrant is declared the winner in sixty (60) days following the initial draw for such prize, the prize or prizes as the case may be, will be cancelled.

Within two (2) to four (4) weeks of receiving the duly completed and signed Declaration and Release Form, the Contest Organizer will contact the winner with information on how to collect their prize.

**Non-acceptance of the prize.** A selected entrant's refusal to accept a prize under the terms of these Rules releases the Contest Organizer from any obligation related to awarding the prize to said person.

**Awarding of prize.** No prize shall be given until the winner is confirmed. Prize is not transferable and must be accepted as awarded without substitution or cash in lieu, except at the Organizer's sole discretion. The Contest Organizer reserves the right to substitute a prize (or part of a prize) of similar nature and equal value or, at its sole discretion, the cash value of the prize (or part of the prize) indicated in these Rules.

**Prize claiming costs.** Winners are responsible for all costs and expenses incurred by them in claiming or using a prize.

**Limited prizes.** In no event shall the Contest Organizer be required to award more prizes than indicated in the Contest Rules or to award prizes otherwise than according to Contest Rules.

## 8. GENERAL CONDITIONS

**Disqualification.** All Contest-related documents, including but not limited to entry forms and Declaration and Release Forms, are subject to verification by the Contest Organizer. Contest Organizer reserves its rights, at its own discretion, to cancel any entry if such entry was made by purchasing a product or products which was/were later returned by the participant. Such participant will have the opportunity to enter the Contest using the "No purchase required entry" if the delay set in these Rules is respected. Incomplete, illegible, mutilated, fraudulent or deteriorated entries as well as entries containing printing or other errors or that have been tampered with, spoiled, modified, falsified, reproduced or illegally obtained shall be rejected. Entrants who do not comply with these Rules are subject to be excluded from this Contest and any future contests and promotions the Organizer may hold, including, but not limited to, any entrant guilty or suspected: (i) of tampering with materials, entry forms, entry processing or the Contest's conduct or any technical or mechanical element of the Contest, (ii) of deliberately damaging Contest-related Web sites, Web pages or applications or of sabotaging the legitimate conduct of this Contest, (iii) of breaking these Rules, (iv) of using means that do not comply with the Rules or are unfair to other entrants, (v) to have obtained entries exceeding the authorized limit provided in the Rules, (vi) to have used several names, identities, e-mail addresses and/or any automated system or program to enter or participate in the Contest, (vii) to have disrupted the conduct of the Contest in any other way, or (viii) of acting unfairly or to adversely affect, annoy, abuse, threaten or harass another person. ANY ATTEMPT BY AN ENTRANT OR OTHER PERSON TO DELIBERATELY DAMAGE A WEB SITE, EQUIPMENT, APPLICATION OR TECHNOLOGY USED FOR THE CONTEST OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST CONSTITUTES A VIOLATION OF CIVIL AND CRIMINAL LAWS. THE ORGANIZER RESERVES THE RIGHT, IN SUCH CASE, TO REPORT SAID PERSON TO THE AUTHORITIES AND TAKE SUCH LEGAL ACTION AS NECESSARY TO ENFORCE ITS RIGHTS AGAINST SUCH PERSON INCLUDING CLAIMS FOR DAMAGES AS ALLOWED BY LAW.

**Declaration and Release Form.** By entering or attempting to enter this Contest, any selected entrant releases and holds harmless the Contest Organizer, its parent company, any related company, corporation, trust or other legal entity controlled by or affiliated to them, any Participating Store, their advertising and promotional agencies, the providers of prizes, goods or services for the Contest, as well as their respective directors, officers, associates, employees, agents, representatives, successors and assigns (collectively the “**Released Parties**”) from any and all liability relating to the Contest (participation, conduct, advertising, rules, etc.) or the prize (claim, use, etc.). In order to be declared a winner, selected entrants will have to sign a Declaration and Release Form confirming their compliance with the Contest Rules and this release of liability in favour of the Released Parties and correctly answer the skill testing question thereon.

**Limitation of liability.** Without limiting the generality of the above release, the Released Parties disclaim any and all liability for any of the following: (i) any misprint (or other error) found in the offer or documents regarding the administration of the Contest, including, but not limited to, errors in the promotion, official Contest Rules, announcement of the winner(s), awarding of the prize(s), or any malfunctioning of or problems or technical difficulties with any networks, phone lines, SMS systems, computer component, software or communications line, loss or lack of network communications, or any transmission that is faulty, incomplete, incomprehensible or erased by any computer, server or service provider or software, virus, bug, PC failure, software and hardware configuration, or failed transmission of any email or other communication to the Contest Organizer or to an entrant for whatever reason, including any network congestion or web site crash that may limit a person’s ability to participate in the Contest; (ii) late, lost, stolen, damaged, undelivered, improperly delivered, incomplete or inaccurate entries; (iii) failure to receive entries due to transmission problems or any other technical failure, including, but not limited to, the malfunctioning of any network, server, service provider, hardware or software, whether attributed to the sender or the recipient that may limit or prevent a person’s participation in the Contest; (iv) any damages that may be caused, directly or indirectly, in whole or in part, notably to entrant’s or other person’s system or device, by any Web page, software or other download or by the transmission of any information concerning the Contest.

**Web site.** The Contest Organizer does not guarantee that access to or use of the Contest Web site will be uninterrupted during the Contest Period or error-free.

**Contest cancellation, suspension or modification.** The Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest, in whole or in part, should human intervention or an event occur, such as a system problem with registering all entries, that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest Rules.

**Termination of participation in the Contest.** Should the Contest have to close, in whole or in part, before the end of the Contest Period, the Contest Organizer may, at its sole discretion, proceed with a random draw from among the eligible entries duly registered during the Contest Period or, as the case may be, up to the date of the event ending this Contest.

**Personal information.** By participating, entrants consent to the collection, use, retention and disclosure of their personal information by the Organizer and/or its authorized agents for the purpose of administering the Contest and awarding prizes. In accepting a prize, a winner authorizes the Contest Organizer and its representatives to use, if need be, his/her/they name, address (city, province), voice, statements, photo, likeness and other representations and recording for advertising purposes in all media including, but not limited to social media, without further notice or compensation. Each entrant may be required to sign a document to that effect.

**Intellectual property and copyright.** In submitting a photo, composition, design or other work (the “Work”) for this Contest, the entrant guarantees that the work is free of third-party rights and that the entrant, holding all required rights, submits the Work and authorizes, including, but not limited to, its use, modification, transfer, adaptation, publication, communication, or distribution in any format, media or technology whatsoever, including, but not limited to, television, information technology, wireless or online. The entrant agrees to provide, upon request, proof that he/she/they holds the copyright/intellectual property rights to the Work and indemnify and hold harmless the Contest Organizer from and against all claims, actions, proceedings arising from any use of the Work.

**Ownership.** All Contest-related information and documents, including but not limited to entry forms and Declaration and Release Forms, information of a technical or operational nature or regarding designs, information systems, software, logos, trademarks and intellectual property are and remain the sole property of the Contest Organizer and will in no case be returned to participants.

**Entrant identification.** For the purpose of the Contest Rules, the entrant is the person whose name appears on the entry form, and the prize will be awarded to this person if he/she/they is selected and declared a winner. In the event of a dispute regarding the identity of the person who submitted an entry form, it will be deemed to have been submitted by the authorized account holder associated with the email address provided at the time of submission. “Authorized account holder” is defined as the natural person to whom an email address is assigned by an Internet or online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

**Contest Organizer’s Decisions.** Any decision by the Contest Organizer or its representatives regarding the Contest is final and without appeal.

**Miscellaneous.** By entering the Contest, entrants agree to be bound by the Contest Rules and the decisions of the Organizer, which are final and without appeal in all matters, including, but not limited to, decisions regarding entry eligibility or disqualification and awarding of prizes. The Contest is subject to all applicable laws and regulations. Only selected entrants will be contacted. If a section of the Contest Rules is declared invalid or unenforceable by a court of competent jurisdiction, that section shall be considered invalid; all unaffected sections will remain valid.

**Contest Rules.** Contest rules are available at Foodbasics.ca website and for consultation at participating stores.

## ANNEX

### Participating Stores

Participating Stores
Food Basics Food Basics Online