

## KELLOGG'S™ BREAKFAST FOR ALL OFFER FAQs

### KEY OFFER DETAILS

- BUY: one participating **Kellogg's® Ready to Eat Cereal** product AND one participating partner product from Ziploc® bags, Silk®, Thomas® English Muffins, or Activia® probiotic yogurt between 02/05/25 12:00AM EST and 05/03/25 11:59PM EDT.
- TAKE A PIC: of your receipt and register at [www.BreakfastForAll.com](http://www.BreakfastForAll.com) or [www.es.BreakfastForAll.com](http://www.es.BreakfastForAll.com) to upload your receipt
  - Receipts must be submitted no later than 06/03/25.
- GET: a \$5 coupon to redeem for **Kellogg's® Ready to Eat Cereal** product and a \$5 coupon to redeem for the partner of your additional purchase. WK Kellogg will also donate \$10 to Feeding America.

### BUY

- Must purchase one (1) participating **Kellogg's® Ready to Eat Cereal** product plus one (1) partner product
- Purchases must be made between 02/05/25 12:00AM EST and 05/03/25 11:59PM EDT.

### TAKE A PIC

- Take a picture of your receipt(s)
- Go to [www.BreakfastForAll.com](http://www.BreakfastForAll.com) or [www.es.BreakfastForAll.com](http://www.es.BreakfastForAll.com) to register and upload your receipt(s)
  - For longer receipts, take pictures in sections and upload all photos from one receipt at the same time
  - Only upload one receipt at a time
  - Ensure the store name, date, bar code (if available), items, and prices are legible in your photo(s)

### GET

- Once your receipt has been processed and approved, you will receive an e-mail to claim your reward. One Participating **Kellogg's® Ready to Eat Cereal** Product + one participating partner product = one \$5 **Kellogg's® Ready to Eat Cereal** coupon and one \$5 partner coupon.
- Limit three (3) pairs of coupons per person.
- Rewards must be claimed by 07/03/25.

### GENERAL PROMOTION HELPS

#### ***Do I have to live in the United States to participate?***

Yes. You must be a legal resident of the fifty (50) United States and/or the District of Columbia and be 16 years of age or older to participate.

#### ***Do I have to purchase a product to participate?***

Yes. You must purchase one (1) **Kellogg's® Ready to Eat Cereal** participating product and a Ziploc® bags, Silk®, Thomas® English Muffins, or Activia® probiotic yogurt participating product to earn credits to redeem your reward. To view a list of the participating products from **Kellogg's® Ready to Eat Cereal** and Ziploc® bags, Silk®, Thomas® English Muffins, or Activia® probiotic yogurt, please click on the link located on [www.BreakfastForAll.com](http://www.BreakfastForAll.com) or [www.es.BreakfastForAll.com](http://www.es.BreakfastForAll.com) or you can view them in the participating products list.

#### ***How do I get my coupons?***

If your receipt is approved, you will receive an e-mail indicating your receipt has been approved. Clicking "Get It" in that e-mail will allow you to choose between reward options and claim your printed or digital coupons. Coupon must be claimed by 07/03/25. For physical coupons after confirming your shipping address, you can expect to receive your coupons in the mail in 6-8 weeks. For digital coupons you can expect to receive your coupons via email within 5 days. Good for in-store purchases only.

#### ***Can I choose a different partner coupon from what I purchased?***

No. You will only be able to select the partner coupon of the brand you purchased in tandem with the **Kellogg's® Ready to Eat Cereal** product. i.e. if you purchased a **Kellogg's® Ready to Eat Cereal** participating product and a Ziplock participating product, you will not be able to redeem a Silk coupon.

#### ***Can I redeem more than 1 reward?***

Yes. You can redeem up to 3 rewards per e-mail address.

#### ***Do I need to do anything to donate to Feeding America?***

No. WK Kellogg will donate \$10 to Feeding America per purchase (minimum donation \$150,000; maximum donation \$250,000). Participants need to take no further action.

#### ***Can I earn credit(s) from submitting my receipt(s) to the WK Kellogg text short-code or WK Kellogg email address?***

No. In order to earn credit for your reward, you must upload a picture of your receipt(s) to [www.BreakfastForAll.com](http://www.BreakfastForAll.com) or [www.es.BreakfastForAll.com](http://www.es.BreakfastForAll.com). Receipts texted or emailed will **not** receive promotion credit.