

**STELLA VALENTINE’S DAY SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF ENTRY, LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND DISTRICT OF COLUMBIA AND AT LEAST TWENTY-ONE (21) YEARS OF AGE OR OLDER. SWEEPSTAKES WILL BE GOVERNED BY THE LAWS OF THE UNITED STATES. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:**

The “Stella Valentine’s Day Sweepstakes” (“Sweepstakes”) is open to legal residents of the fifty (50) United States and the District of Columbia who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers, and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, all other service or governmental agencies and their employees involved with the Sweepstakes, and members of their immediate families (spouse, parent, child, or sibling; whether biological, adopted, step, or in-law) or households (whether related or not) are not eligible to participate. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules (“Official Rules”) and Sponsor’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

**2. SWEEPSTAKES PERIOD:**

The Sweepstakes begins at 12:00:00 a.m. Eastern Standard Time (“EST”) on January 1, 2024, and ends at 11:59:59 p.m. EST on February 11, 2024 (“Sweepstakes Period”). The Sweepstakes Period is divided into six (6) first prize entry periods (each a “First Prize Entry Period”) and one (1) grand prize entry Period (“Grand Prize Entry Period”) as defined in the charts below. Sponsor’s computer is the official time keeping device for this Sweepstakes.

**FIRST PRIZE ENTRY PERIODS**

<b>First Prize Entry Period</b>	<b>Start Date/Time</b>	<b>End Date/Time</b>	<b>First Prize Drawing Date</b>	<b>No. of First Prizes</b>
1	01/01/24; 12:00:00 a.m. EST	01/07/24; 11:59:59 p.m. EST	01/08/24	4
2	01/08/24; 12:00:00 a.m. EST	01/14/24; 11:59:59 p.m. EST	01/15/24	4
3	01/15/24; 12:00:00 a.m. EST	01/21/24; 11:59:59 p.m. EST	01/22/24	4
4	01/22/24; 12:00:00 a.m. EST	01/28/24; 11:59:59 p.m. EST	01/29/24	4
5	01/29/24; 12:00:00 a.m. EST	02/04/24; 11:59:59 p.m. EST	02/05/24	4

First Prize Entry Period	Start Date/Time	End Date/Time	First Prize Drawing Date	No. of First Prizes
6	02/05/24; 12:00:00 a.m. EST	02/11/24; 11:59:59 p.m. EST	02/12/24	5

**GRAND PRIZE ENTRY PERIOD**

Grand Prize Entry Period	Start Date/Time	End Date/Time	Grand Prize Drawing Date
1	01/01/24; 12:00:00 a.m. EST	02/11/24; 11:59:59 p.m. EST	02/12/24

**3. TWO (2) WAYS TO ENTER:**

(a) Internet: Visit <http://StellaArtois.com/ValentinesDayChef> (“Website”) and follow the online instructions to complete and submit an online entry (“Entry”). You will receive one (1) Entry into the grand prize (“Grand Prize”) drawing and one (1) Entry into the first prize (“First Prize”) drawing.

(b) QR Code: Use your smart phone or other web-enabled device with data plan to scan the Sweepstakes quick response (“QR”) code featured on signs or promotional materials at participating stores with the QR read application already installed on your phone. You will be directed to a mobile Web page at <http://StellaArtois.com/ValentinesDayChef> (also a “Website”) where you may complete and submit an entry (also an “Entry”). You will receive one (1) Entry into the grand prize (“Grand Prize”) drawing and one (1) Entry into the first prize (“First Prize”) drawing. Proof of scanning QR codes does not constitute proof of completion or submission of an Entry.

To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and/or QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type ‘QR reader’ in your mobile device’s application store search field to find available QR readers for your smart phone or other web-enabled device. You will receive a response which will contain a link to download a QR reader for your specific device. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

**For all Entries:**

All Entries must be received and recorded during the Sweepstakes Period. Only the methods of entry described herein are valid. No other forms of entry are valid. To be valid, each Entry must comply with all of these Official Rules. Limit one (1) Entry per person per Entry Period.

Automated Entries are prohibited and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses nor use any other device or artifice to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple email addresses under multiple identities or uses any device or artifice to register multiple times will be disqualified and forfeits all prizes won, in Sponsor's sole discretion. Multiple entrants are not permitted to share the same email address. Should multiple users of the same email account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said email account at the time of entry will be considered an entrant and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. Potential winner may be required to show proof of being the authorized account subscriber.

If entering with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

#### **4. SWEEPSTAKES DRAWING:**

First Prize Entry Period 1: Four (4) potential winners will be selected in a random drawing to be held on or about January 8, 2024, from among all eligible entries received for Entry Period 1.

First Prize Entry Period 2: Four (4) potential winners will be selected in a random drawing to be held on or about January 15, 2024, from among all eligible entries received for Entry Period 2.

First Prize Entry Period 3: Four (4) potential winners will be selected in a random drawing to be held on or about January 22, 2024, from among all eligible entries received for Entry Period 3.

First Prize Entry Period 4: Four (4) potential winners will be selected in a random drawing to be held on or about January 29, 2024, from among all eligible entries received for Entry Period 4.

First Prize Entry Period 5: Four (4) potential winners will be selected in a random drawing to be held on or about February 5, 2024, from among all eligible entries received for Entry Period 5.

First Prize Entry Period 6: Five (5) potential winners will be selected in a random drawing to be held on or about February 12, 2024, from among all eligible entries received for Entry Period 6.

Grand Prize Entry Period: One (1) potential winner will be selected in a random drawing to be held on or about February 12, 2024, from among all eligible Entries received during the Grand Prize Entry Period as defined in Rule No. 2.

Non-winning First Prize Entries will carry forward to subsequent First Prize Entry Period drawings. All Entries will be eligible for the Grand Prize Entry Period drawing. All drawings will be conducted by Sponsor, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received during the corresponding Entry Period.

## **5. WINNER NOTIFICATION:**

All prizes will be awarded (time permitting for Grand Prize). Potential winners will be notified via email or phone and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, prize will be forfeited, and an alternate potential winner will be randomly selected (time permitting for Grand Prize). Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Potential First Prize winners may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor's representative within forty-eight (48) hours of prize acceptance.

Potential Grand Prize winner will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor's representative within forty-eight (48) hours of prize acceptance. Potential Grand Prize winner will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor within forty-eight (48) hours of prize acceptance.

Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, the potential winner will be disqualified and an alternate potential winner will be randomly selected (time permitting for Grand Prize).

Grand Prize winner's nine (9) guests must be twenty-one (21) years of age or older as of the end date of the Sweepstakes Period and will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor within forty-eight (48) hours of winner's prize acceptance.

In the event of noncompliance within any stated time period, the prize will be forfeited, and an alternate potential winner will be randomly selected (time permitting for Grand Prize). Any alternate potential winner selected will also be required to adhere to

the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate potential winner (time permitting for Grand Prize).

Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

## **6. PRIZE DETAILS:**

### **First Prizes:**

First Prize Entry Period 1 (4 total; see Rule No. 2 and Rule No. 4): One (1) \$40.00 Instacart gift card. Approximate Retail Value ("ARV") is \$40.00.

First Prize Entry Period 2 (4 total; see Rule No. 2 and Rule No. 4): One (1) \$40.00 Instacart gift card. ARV is \$40.00.

First Prize Entry Period 3 (4 total; see Rule No. 2 and Rule No. 4): One (1) \$40.00 Instacart gift card. ARV is \$40.00.

First Prize Entry Period 4 (4 total; see Rule No. 2 and Rule No. 4): One (1) \$40.00 Instacart gift card. ARV is \$40.00.

First Prize Entry Period 5 (4 total; see Rule No. 2 and Rule No. 4): One (1) \$40.00 Instacart gift card. ARV is \$40.00.

First Prize Entry Period 6 (5 total; see Rule No. 2 and Rule No. 4): One (1) \$40.00 Instacart gift card. ARV is \$40.00.

### **For All First Prizes:**

Instacart gift card is redeemable at [www.instacart.com](http://www.instacart.com) and is subject to terms and conditions at [www.instacart.com](http://www.instacart.com). Limit one (1) First Prize per person.

### **Grand Prize:**

Grand Prize (1 total; see Rule No. 2 and Rule No. 4): A private James Beard Chef Experience ("Experience") for winner and up to nine (9) guests on February 21, 2024. Experience consists of a private dinner prepared by a James Beard Chef ("Chef") in winner's home. Menu to be determined by the Chef in his/her sole discretion. It is the winner's sole responsibility to advise Sponsor in writing at time of execution of affidavit of eligibility and liability and, unless prohibited by law, publicity release, as per Rule No. 5 above, of any dietary restrictions (including allergies and religious restrictions) affecting winner and/or his/her guests. While Sponsor/Chef will use commercially reasonable

efforts to accommodate such dietary restrictions, Sponsor and Chef disclaim any and all liability if they are unable to do so to the reasonable satisfaction of winner and/or guests. In addition, Sponsor and Chef disclaim any and all liability if winner and/or guests conclude that any food/beverages served at dinner are not to their taste.

The specific time of the Experience shall be at the sole discretion of Sponsor and based on availability of the Chef. If (i) the winner cannot host the Experience on the date and at the time selected by Sponsor; (ii) the winner is unwilling, for any reason, to receive the Experience as described herein and in accordance with these Official Rules, or (iii) Sponsor determines, in its sole discretion, that such location does not have suitable kitchen facilities, the Experience may be forfeited in its entirety. Suitable kitchen facilities include, but not limited to, usable counterspace and/or prep table (indoor, or tent must be provided); sink, functional microwave, functional oven and stove (at least four burners), functional indoor refrigerator/freezer, accessible outlets with sufficient voltage for equipment (e.g., blender, food processor, stand mixer, immersion blender, etc.), and electricity/gas/water. Any and all elements of the Experience will be selected and furnished by (and in the sole discretion of) Sponsor. All expenses not specified herein are the sole responsibility of the winner and his or her guests. In the event the winner or any of his or her guests engage, during the Experience, in behavior that (as determined by Sponsor or the chef in their sole discretion) is obnoxious, threatening, illegal or intended to annoy, abuse, threaten or harass any other person, Sponsor and the Chef reserve the right to terminate the Experience amounting to forfeiture by the winner of the remainder of the Experience. ARV is \$3,000.00.

If the prize cannot be awarded for any reason including Acts of God, acts of terrorism, civil disturbances, work stoppage, COVID-19, or any other natural disaster outside of Sponsor's control, then no prize will be awarded.

If Sponsor so elects, potential winner and his/her nine (9) guests may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that the potential winner and his/her nine (9) guests will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor. If requested, the potential winner and his/her nine (9) guests agree to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be awarded to an alternate winner (time permitting).

For all First Prizes and the Grand Prize: If winner cannot accept the prize as specified, prize will be forfeited and awarded to an alternate winner (time permitting for Grand Prize). Total ARV of all prizes is \$4,000.00. Any difference between stated value and actual value will not be awarded.

Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot

be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive regardless of whether it, in whole or in part, is used.

**7. PUBLICITY:**

Acceptance of prize offered constitutes permission for Sponsor to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

**8. RELEASE:**

By accepting a prize, winners agree to release and hold Anheuser-Busch, LLC harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize including, without limitation, personal injuries, death, and property damage.

**9. GENERAL CONDITIONS:**

Anheuser-Busch, LLC and its affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Sweepstakes or Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Website's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such Entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to participant's or any other person's computer, or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Sweepstakes, or submission of Entries, Sponsor reserves the right at their sole discretion to suspend, modify or terminate

the Sweepstakes, and randomly select the winner from valid Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR'S NEGLIGENCE, FRAUDULENT OR RECKLESS ACT(S), OR INTENTIONAL MISCONDUCT.

**10. DISPUTE RESOLUTION:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you and Sponsor, shall be governed by and construed in accordance with the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

**11. PRIVACY POLICY:**

The information you submit in connection with this Sweepstakes may be used by Sponsor for purposes of administration and fulfillment of the Sweepstakes, and in accordance with Sponsor's privacy policy located at <https://www.anheuser-busch.com/privacy-policy> (also a "Website"). If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

**12. OFFICIAL RULES:**

The Official Rules of the Sweepstakes are available for viewing at <http://StellaArtois.com/ValentinesDayChef> (also a "Website") during the Sweepstakes Period.

**13. SPONSOR:**

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

**14. WINNER'S LIST:**

For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Stella Valentine's Day Sweepstakes Winners List Request, Attn.: Martech Team, One Busch Place, St. Louis, MO 63118 for receipt by April 12, 2024.

© 2024 Stella Artois® Beer, Brewed in the U.S.A., Stella Artois, St. Louis, MO