

The “Coffee Calls for belVita” Reward Offer (“Offer”)

Official Terms and Conditions

Offer Period: Participation in the Offer begins at 12:00:01 a.m. ET on 12/27/25 and ends at 11:59:59 p.m. ET on 1/30/26

Participating Products: All belVita Breakfast Biscuits 8.8oz (any variety)

The Offer:

1. Go to any coffee shop or any coffee shop’s app;
2. Place an order for coffee, tea or other beverage using the name “BELVITA” instead of your own name;
3. Using your mobile device, go to coffeecallsforbelvita.com directly or via a QR code found on signage at participating ShopRite stores in the following states: CT, DE, MD, NJ, NY and PA;
4. After you receive your beverage order, use your mobile device to scan the name “BELVITA” on the cup, following all on-screen prompts and instructions [**Note: Standard message and data charges apply**];
5. Follow on-screen prompts and instructions to submit your scanned cup image;
6. Upon verification, a link to the offer will appear on screen for a Buy One Get One Free Reward coupon (“Reward”) redeemable for one free 8.8 oz. package of belVita Breakfast Biscuits (any variety) with the purchase of one 8.8 oz. package of belVita Breakfast Biscuits (any variety);
7. Download the Reward to your Price Plus Club Card at ShopRite and redeem at checkout when you make the required purchase at any participating ShopRite store or online at the ShopRite website by 1/30/26.

Limitations: The Offer is limited one (1) Buy One Get One Free Reward per person. Each Reward may be used one time only. Reward is not redeemable for prior purchases.

Eligibility: You must be a resident of one of the 50 United States or D.C., 18 years of age or older to participate, with a ShopRite “Price Plus Club Card” and account. [There is no cost to create an account.]

Release: By participating in this Offer, you agree to release and hold harmless Sponsor, Wakefern Food Corp, their respective parent companies, members, shareholders, subsidiaries, and affiliates, and the respective officers, directors, employees and agents of each of the foregoing (collectively, the “Released Parties”), from and against any claim or cause of action arising out of participation in the Offer, including but not limited to the receipt/non-receipt or use /misuse of a Reward.

General: Sponsor reserves the right to cancel, suspend and/or modify the Offer, or any part of it, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Offer, as determined by Sponsor in its sole discretion. If the Offer is terminated prior to the stated end date of the Offer Period, only

those participants whose valid, non-suspect Reward submissions were received by Sponsor as of the date/time of termination will receive a Reward.

Privacy Policy: Information collected by Sponsor from participants for Offer purposes is subject to the Sponsor's Privacy Policy <https://www.mondelezinternational.com/Privacy-Policy>.

Sponsor: This Offer is sponsored solely by Mondelēz Global LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813.