

THIS CONTEST IS OPEN ONLY TO RESIDENTS OF CANADA AND IS GOVERNED BY CANADIAN LAW

Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

1. KEY DATES:

Lantic's "Add Some Sweetness to Your Celebrations" Contest (the "Contest") begins on November 1, 2017 at 12:00:00 a.m. Eastern Time ("ET") and ends on January 31, 2018 at 11:59:59 p.m. ET, or whenever all Prizes (as defined below in Rule 8) have been won in accordance with these Official Rules and Regulations (the "Rules"), whichever occurs first (the "Contest Period"). For the purposes of these Rules, a day (each, a "Day") commences at 12:00:00 a.m. ET and ends at 11:59:59 p.m. ET.

2. ELIGIBILITY:

Contest is open to residents of Canada who have reached the legal age of majority in their province/territory of residence at the time of entry, except employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of Lantic, Inc. (the "Sponsor"), its parent company, subsidiaries, associated and affiliated entities, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively, the "Contest Parties").

3. AGREEMENT TO BE LEGALLY BOUND BY RULES:

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Rules.

4. PARTICIPATING PRODUCTS:

See Schedule "A" below for a list of Participating Products (each, a "Participating Product"). Participating Products will be made available at authorized participating retail stores in Canada, while supplies last and subject to inventory.

5. HOW TO ENTER:

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT IN ANY WAY WHATSOEVER INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF WINNING IN THIS CONTEST.

To enter, go to lantic.ca/sweetness, lantic.ca/delices or rogerssugar.com/sweetness (each, a "Website") and follow the on-screen prompts (Note: You may automatically be re-directed to another page). Click "Enter Now" and then provide your valid email address in the space provided. Next, check the box where indicated to signify that you have read and agree to be legally bound by these Rules. Next, you must complete one (1) of the following two (2) steps:

- a) **Receipt Upload:** Prior to visiting a Website, you must: (i) have purchased one (1) or more of the Participating Products from an authorized participating retailer in Canada during the Contest Period (an "Eligible Purchase"); and (ii) have obtained the sales receipt (the "Receipt") relating to the Eligible Purchase that identifies the retailer and date of the Eligible Purchase (ensure it is within the Contest Period). Next, you must: (i) circle the Participating Product(s) identified on your Receipt; (ii) take a photograph [maximum file size: [7] MB; photographs must be submitted in one (1) of the following formats: JPEG or PDF of your Receipt in its entirety [Important Note: You are encouraged to blank out any personal information that appears on the Receipt]; (iii) click "UPLOAD RECEIPT TO ENTER"; and (iv) follow the on-screen prompts to upload your Receipt.

OR

- b) **No Receipt Required:** If you do not have (or do not want to obtain) a Receipt, click on "I DO NOT HAVE A RECEIPT". Next follow the on-screen prompts to submit a valid No Purchase Code (a "No Purchase Code") – which can be obtained as follows:

Print your first name, last name and valid email address on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a handwritten 50 word (or more) unique and original essay explaining "how you plan to add some sweetness to your celebrations this holiday season" to: Lantic's "Add Some Sweetness to your Celebrations" Contest, 26 Duncan Street, 5th floor, Toronto, ON M5V 2B9 (collectively, a "Request"). Upon receipt of a valid Request in accordance with these Rules, the Sponsor will send one (1) No Purchase Code to the email address indicated in the Request. You will be eligible to receive one (1) No Purchase Code per unique and original Request per envelope with sufficient Canadian postage. To be eligible, a Request must: (i) be received separately in a single envelope bearing sufficient Canadian postage (i.e. multiple Requests in the same envelope will be void); and (ii) be submitted and received during the Contest Period.

Once all of the required steps indicated above are completed, you will be eligible to earn one (1) Entry (each, an "Entry" and collectively the "Entries") in the Contest. Your Entry will automatically be time-stamped by the Sponsor based on when the Entry is confirmed as valid (i.e. not necessarily when it is received) by the Sponsor in its sole and absolute discretion.

Note: At the time of completing your Entry, you will also have the opportunity to opt-in to receive promotional communications from the Sponsor. Note, opting-in to receive promotional communications from the Sponsor will not in any way impact your chances of winning in this Contest.

The Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the “**Released Parties**”) are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries and/or Requests (all of which are void). An Entry may be rejected if, in the sole and absolute discretion of the Sponsor the Entry/Request is not submitted and received in accordance with these Rules during the Contest Period.

6. ENTRY LIMIT:

There is no limit to the number of Entries per person. However, each Receipt and each No Purchase Code can only be used more than once. For the avoidance of any doubt, you **cannot** use the same Receipt and/or the same No Purchase Code more than once. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: **(i) use the same Receipt and/or the same No Purchase Code more than once;** and/or (ii) use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor’s interpretation of the letter and spirit of these Rules to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor.

7. VERIFICATION:

All Entries, Requests, Receipts, No Purchase Codes, Redemption Codes (as defined below in Rule 10) and entrants are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry, Request, No Purchase Code, Redemption Code (as defined below in Rule 10) and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor’s interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) used by the Sponsor.

8. THE PRIZES:

There will be a total of one hundred and fifty-three (153) Prizes (each, a “**Prize**” and collectively, the “**Prizes**”) available to be won as follows:

Prize Description	Number Available at Start of Contest Period	Approximate Retail Value (CAD)
\$1000 CDN worth of grocery gift cards*	3	\$1000
KitchenAid® Stand Mixer	15	\$599
KitchenAid® Artisan® Series 5 Quart Tilt-Head Stand Mixer - Empire Red	15	\$599
KitchenAid® 7-Speed Hand Mixer - Empire Red	15	\$109.99
KitchenAid® Classic Nonstick 9" x 5" x 3" Loaf Pan	15	\$16.99
KitchenAid® Classic Nonstick 9" Springform Pan	15	\$19.99
KitchenAid® Classic Nonstick 24-Cavity Mini Muffin Pan	15	\$26.24
KitchenAid® Nonstick 9"x13" Cake Pan	15	\$19.99
KitchenAid® Classic Nonstick 13" x 18" x 1" Baking Sheet	15	\$19.99
KitchenAid® Classic Nonstick 9" x 2" Round Pan	15	\$16.99
KitchenAid® Ceramic 3-Piece Nesting Mixing Bowl Set - White/Empire Red	15	\$99.99
KitchenAid® Aluminum Nonstick 12" Skillet - Empire Red	15	\$39.99

*Gift cards will be selected by the Sponsor in its sole and absolute discretion and are subject to the terms and conditions of the issuer.

The number and type of Prizes available to be won will diminish as Prizes are awarded during the Contest Period.

The following general conditions apply to each Prize: (i) Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions are permitted, except at Sponsor’s option; (iii) the costs of everything not expressly and specifically stated above as included in the Prize are the sole and absolute responsibility of the confirmed winner; (iv) if the confirmed winner does not utilize any part(s) of the Prize,

then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place; and (v) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Prize or any component thereof; and (b) substitute the Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award;

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of any Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, each confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should his/her Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting a Prize, each confirmed winner agrees to waive all recourse against the Sponsor and all of the other Released Parties if his/her Prize or a component thereof does not prove satisfactory, either in whole or in part. There is a limit of one (1) prize per person/household.

9. ELIGIBLE WINNER SELECTION PROCESS (INSTANT WIN):

During the Contest Period, there are a total of one hundred and fifty-three (153) winning times (each a "**Winning Time**" and collectively, the "**Winning Times**"). Winning Times will be randomly generated and randomly seeded throughout the Contest Period. The first eligible entrant who submits a valid Entry that is time-stamped in accordance with these Rules on or immediately after a Winning Time will: (i) be eligible to win the Prize associated with that Winning Time; and (ii) be sent an email by or on behalf of the Sponsor indicating that he/she is eligible to win the applicable Prize (an "**Email**"). If no eligible Entry is submitted and time-stamped in accordance with these Rules on or after a Winning Time before the next Winning Time, the eligible entrant who first submits an eligible Entry that is time-stamped in accordance with these Rules following the second Winning Time will be eligible to win only the Prize associated with the first Winning Time. The next eligible entrant who submits an eligible Entry that is time-stamped in accordance with these Rules following this will then be eligible to win the Prize associated with the second Winning Time (and so forth). Any discrepancy between the Prize listed in the Email (or otherwise) or on the Declaration and Release Form (as defined below in Rule 10), will default to the Prize listed in the Sponsor's official database. The odds of winning a Prize depend on the number and timing of eligible Entries submitted, received and time-stamped in accordance with these Rules.

10. ELIGIBLE WINNER REDEMPTION AND CONFIRMATION PROCESS:

The Sponsor or its designated representative will send each eligible winner an Email that contains a unique Redemption Code (each, a "**Redemption Code**"). Follow the instructions in the Email and click "**CLAIM YOUR PRIZE**". Next, enter your Redemption Code in the space provided and click "**SUBMIT**". Next, enter all required information in the space provided and click "**SUBMIT**". Lastly, follow the on-screen instructions to obtain the Declaration and Release Form ("the "**Declaration and Release Form**").

IMPORTANT NOTE: Each Redemption Code is unique and can only be used one (1) time in this Contest. Please retain the original Redemption Code for your records. All Redemption Codes submitted are subject to verification in the sole and absolute discretion of the Sponsor. Any Redemption Code that cannot be verified to the complete satisfaction of the Sponsor, in its sole and absolute discretion, is subject to immediate disqualification (in which case any rights to any Prize associated with such Redemption Code will be forfeited in their entirety).

NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A WINNER IN ACCORDANCE WITH THESE RULES. BEFORE BEING DECLARED AS A CONFIRMED PRIZE WINNER, each eligible winner will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release); and (b) sign and return Declaration and Release Form (by the date indicated thereon), which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the applicable Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof (including, but not limited to, any travel related thereto); and (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet.

If an eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Declaration and Release Form within the specified time; (c) cannot accept (or is unwilling to accept) the applicable Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the applicable Prize). Any forfeited or unclaimed Prize(s) in this Contest will NOT be awarded – except in the sole and absolute discretion of the Sponsor.

11. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal.

ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of any Website or any other platform during or after the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry, Request, No Purchase Code, Receipt, Redemption Code, Email and/or other information to be received, captured, recorded or otherwise work properly for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

In the event of a dispute regarding who submitted an Entry, the Sponsor reserves the right, in its sole and absolute discretion, to deem the Entry to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the Entry in question.

If due to printing, production, online, internet, computer or other error of any kind, more Prizes are claimed than intended to be distributed or awarded according to these Rules, then, in addition to having the right to terminate the Contest immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all eligible claimants to award the correct number and type of Prizes. In no event whatsoever will the Sponsor or any of the other Released Parties be liable for more than the number, type and value of Prizes as stated in these Rules.

The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <http://www.lantic.ca/en/privacy-policy/>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant and/or other information with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, the French version of these Rules, point of sale, television, print or online advertising and/or any instructions or interpretations of these Rules given by any representative of the Sponsor, the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.

The approximate retail values as stated by the Sponsor in point of sale advertising, and other advertising, promotion materials, and/or in these Rules are subject to price fluctuations in the consumer marketplace based on, among other things, the passage of time between the date the approximate retail values are stated by the Sponsor and the date the Prizes are awarded or redeemed. If, at the time a Prize is redeemed or awarded, the actual prevailing retail purchase price for the Prize is less than the approximate retail value stated by the Sponsor in point of sale, television and print advertising, promotion materials, and/or in these Rules, the Prize winner will not be entitled to any price difference.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.

Schedule "A"

Participating Products: Rogers Granulated Sugar(1kg), Lantic Granulated Sugar(2kg), Rogers Granulated Sugar(2kg), Lantic Granulated Sugar(4kg), Rogers Granulated Sugar(4kg), Lantic Granulated Gable(900g), Rogers Berry Sugar(1kg), Lantic Super Fine(900g), Lantic Icing Sugar(500g), Lantic Icing Sugar(1kg), Rogers Icing Sugar(1kg), Lantic Brilliant Yellow(1kg), Lantic Brilliant Yellow(2kg), Rogers Golden Yellow(1kg), Rogers Golden Yellow(2kg), Lantic Old Fashioned Brown(1kg), Rogers Best Brown(1kg), Rogers Demerara(1kg), Lantic Iced Tea(2.2kg), Rogers Iced Tea(2.2kg), Lantic & Rogers Hot Chocolate(1.8kg), Lantic Plantation Raw Pouch(450g), Rogers Plantation Raw Pouch(450g), Lantic Plantation Raw Cubes(500g), Rogers Plantation(500g), Raw Cubes(500g), Lantic White Cubes(500g), Rogers White Cubes(500g), Lantic Jam & Jelly(900g), Rogers Organic(900g), Lantic Stevia(90g), Rogers Stevia(90g), Lantic Picnic Pack(350g), Rogers Picnic Pack(350g), Lantic & Rogers Coconut Sugar(450g), Lantic & Rogers Smart(450g), Rogers Golden Syrup(750ml), Rogers Golden Syrup(3L), Lantic Agave(478ml), Rogers Agave(478ml), Rogers Granulated Sugar(10kg).