

**SPARTANNASH**  
**“BELL’S BREWERY TOUR”**

**SWEEPSTAKES**

**Official Rules**

**1. NO PURCHASE NECESSARY TO PARTICIPATE OR WIN A PRIZE.**

Participants do not have to make a purchase at any of Sponsor’s stores to participate in the Sweepstakes or to receive a prize. The Sweepstakes is subject to these Official Rules and all federal, state and local laws, and is void where prohibited by law.

**2. PROMOTION PERIOD. The Sweepstakes begins at or about 12:00:00 PM Central Time (“CT”) on March 23, 2020 and ends at 11:59:59 PM CT on March 28, 2020 (“Promotion Period”). The Sponsor’s computer is the Sweepstakes’ official clock.**

**3. HOW DO I ENTER?**

**A.) Make a Qualifying Purchase:** If, during the Promotion Period, you visit any Sponsor’s participating store (as set forth in Appendix A) and purchase five (5) or more of the participating items (as set forth in Appendix A) in a single transaction using your YES card/account, you will automatically be entered in the Sweepstakes.

**B.) Free Mail-In Method of Entry:** During the Promotion Period, you can be entered in the Sweepstakes without making a qualifying purchase by hand printing your full name, street address, phone number, email address, and date of birth on a 3”x5” piece of paper and mailing it in an envelope postmarked no later than March 28, 2020 with sufficient postage to: c/o SpartanNash, 850 76th St SW, P.O. Box 8700, Grand Rapids, MI 49518-8700.

Mail-in entries will be limited to one (1) entry per person (regardless of whether one (1) person has more than one (1) email address or more than one (1) phone number).

4. **AGREEMENT TO OFFICIAL RULES AND DECISIONS.** By entering in the Sweepstakes, each participant fully and unconditionally agrees to be bound by and accepts these Official Rules and the decisions of Sponsor (including, without limitation, decisions regarding eligibility of entries, the selection of participants and the winner, and the awarding of the prizes), which are final and binding in all respects.

5. **HOW DO I WIN?** For each prize, the potential winner will be selected in a random drawing to be held no later than April 3, 2020. The random drawing will be conducted from among all entries received during the Promotion Period. You do not need to be present at a participating store to win. The potential winners will be notified by a representative of Sponsor via email or phone on or within 14 business days of the drawing. The potential winners must respond to such notification within two (2) calendar days after notification. If a potential winner fails to respond within two (2) calendar days, declines to accept the prize, or fails to provide the required documents to Sponsor by the deadline indicated, such potential winner will be disqualified, and Sponsor will select an alternate winner from among the remaining eligible entries. If, for any reason, more potential winners are notified than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the prizes through a random drawing from among all eligible potential winners so notified.

6. **WHAT CAN I WIN?**

**Grand Prize:** One (1) winner will be selected to receive up to ten (10) tickets for one (1) guided tour of Bell's Brewery in Kalamazoo, MI during the calendar year 2020, subject to availability. Note that transportation and hotel accommodations are not included with prize, and all costs associated therewith will be the responsibility of the winner. On weekends, guided tours of Bell's Brewery in Kalamazoo, MI are complimentary, so the prize has no approximate retail value.

No prize substitutions or exchanges will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of any prize or a force majeure event. Delivery of the prize will be made to the street address provided by each respective winner.

7. **AM I ELIGIBLE?** The Sweepstakes is open only to legal United States residents of Michigan who are twenty-one (21) years of age or older at the time of entry. Employees, officers, directors, agents and representatives (and their families, and members of their households, whether or not related) of Sponsor, its parent companies, subsidiaries, affiliates and the competitors of Sponsor are not eligible to participate or receive a prize. To learn the identity of a prize winner (available after March 28, 2020), send a self-addressed, stamped envelope to: c/o SpartanNash, 850 76th St SW, PO Box 8700, Grand Rapids, MI 49518-8700. All such requests must be received by April 30, 2020, by 12:00:00 PM CT.

8. **WHAT ARE MY ODDS OF WINNING?** Odds of being selected in the random drawing will be determined by the number of eligible entries received.

9. **GENERAL CONDITIONS.** Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Sweepstakes if, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if viruses, bugs, unauthorized intervention, fraud, technical difficulties or failures or any other factor beyond Sponsor's reasonable control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes. In such event, Sponsor reserves the right (but does not have the obligation) in its sole discretion to award the prize(s) at random from among eligible, non-suspect entries received up to the time of suspected impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with

the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision of these Official Rules.

**10. RELEASE.** By entering the Sweepstakes, participants and winners release Sponsor, its parent companies, subsidiaries and affiliates and the officers, directors, employees, agents, and representatives of each from any and all liability of any kind for any loss, harm, damage, personal injury and/or death, arising out of participation in this Sweepstakes and/or the acceptance, use or misuse of the prize, and grant permission to Sponsor to use winner's name, street address, city and state for advertising, trade and promotional purposes in all media without additional compensation or notice wherever lawful. All federal, state and local taxes, if any, and any other expenses on the receipt and use of the prize are solely the winner's responsibility.

**11. LIMITATIONS OF LIABILITY.** Sponsor is not responsible for: (a) incorrect or inaccurate transcription of entry information or late, lost, stolen, unintelligible, illegible, damaged, mutilated, altered, incomplete, postage due or misdirected entries or entries received through impermissible or illegitimate channels, all of which will be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, wireless, mobile, texting or computer online systems, networks or lines, telephone, wireless, mobile, texting or computer equipment, website, server provider, network, hardware or software; (c) the unavailability or inaccessibility of any website or service, including, without limitation,

telephone, wireless, mobile, texting or computerized service; (d) unauthorized intervention in any part of the entry process or the Sweepstakes; (e) printing, typographical, electronic or human errors which may occur in the offer or administration of the Sweepstakes or the processing of entries; or (f) any injury or damage to persons or property, including but not limited to entrant's computer or wireless device, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes, or from viewing, playing or downloading any material from Sponsor's website(s), regardless of whether the material was prepared by Sponsor or a third party, and regardless of whether the material is connected to Sponsor's websites by a hypertext link.

**12. PUBLICITY.** Except where prohibited by law, participation in the Sweepstakes constitutes each winner's consent to Sponsor's (and its designees', successors' and assigns') use of winner's name, biography, likeness, voice, photographs, video, opinions, statements, hometown, state and country for promotional purposes in any manner or media (including, without limitation, online), worldwide, in perpetuity, and without further payment, consideration, notice, review or consent.

**13. HOW ARE DISPUTES RESOLVED?** Each participant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within Kent County, Michigan, (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this promotion, but in no event attorneys' fees; and (3) under no circumstances will a participant be permitted to obtain awards for, and each participant hereby waives all rights to claim punitive, incidental, or consequential damages, any

other damages other than actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and the Sponsor in connection with the promotion, shall be governed by and construed in accordance with the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Michigan or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Michigan.

14. **DATA PRIVACY.** Information participants provide to Sponsor will be used to communicate with participants in relation to this Sweepstakes as well as to contact participants at a later date with respect to products or services which the Sponsor believes may be of interest to them. Personal information will be handled in accordance with Sponsor’s privacy policy available at [www.shopfamilyfare.com](http://www.shopfamilyfare.com), [www.shopdwfreshmarket.com](http://www.shopdwfreshmarket.com), [www.shopforesthillsfoods.com](http://www.shopforesthillsfoods.com), [www.shopvaluland.com](http://www.shopvaluland.com) or [www.shopvgs.com](http://www.shopvgs.com).

15. **OFFICIAL RULES. THESE OFFICIAL RULES ARE AVAILABLE AT SPONSOR’S WEBSITE LOCATED AT WWW.SHOPFAMILYFARE.COM/WIN-BELLS-BREWERY-VIP-TOUR, WWW.SHOPDWFRESHMARKET.COM/WIN-BELLS-BREWERY-VIP-TOUR, WWW.SHOPVGS.COM/WIN-BELLS-BREWERY-VIP-TOUR, WWW.SHOPFORESTHILLSFOODS.COM/WIN-BELLS-BREWERY-VIP-TOUR, WWW.SHOPVALULAND.COM/WIN-BELLS-BREWERY-VIP-TOUR, AT THE SWEEPSTAKES SECTION OF THE WEBSITE, OR BY SENDING A SELF-ADDRESSED POSTAGE-STAMPED ENVELOPE TO SPARTANNASH “BELL’S**

**BREWERY TOUR” OFFICIAL RULES REQUEST,” C/O SPARTANNASH, 850 76TH ST SW, PO BOX 8700, GRAND RAPIDS, MI 49518-8700.**

16. **WINNERS’ LIST.** To request the name of the Sweepstakes winners, send a self-addressed, postage-stamped envelope “Bell’s Brewery Tour” - Winners List Request, c/o SpartanNash, 850 76th St SW, PO Box 8700, Grand Rapids, MI 49518-8700. Requests must be received by April 30, 2020.

17. **SPONSOR.** This Sweepstakes is sponsored by SpartanNash, 850 76<sup>th</sup> Street Southwest, P.O. Box 8700, Grand Rapids, MI 49518-8700. Sponsor reserves the right to cancel this Sweepstakes at any time and substitute another promotion in its place.

**©2020 SpartanNash. All rights reserved. Sweepstakes participants are hereby authorized to copy these Official Rules on the condition that it will be for the participant’s personal use and not for any commercial purpose whatsoever.**

**APPENDIX A:**

**Sponsor’s Participating Stores**

BANNER	Store #	ADDRESS	CITY	STATE	ZIP
Family Fare	108	9479 Riley St. Suite 100	Zeeland	MI	49464
Family Fare	115	2275 Health Drive SW	Wyoming (Metro)	MI	49519
Family Fare	116	5221 Cherry Ave.	Hudsonville	MI	49426
Family Fare	119	2245 84th St. SW	Byron Center	MI	49315
Family Fare	122	993 Butternut Dr.	Holland	MI	49424
Family Fare	123	1185 S. Washington	Holland (S. Wash)	MI	49423
Family Fare	137	6370 Lake MI Dr.	Allendale	MI	49401
Family Fare	239	6480 28th Ave.	Hudsonville	MI	49426

Family Fare	254	1225 Leonard NE	Gr. Rapids	MI	49505
Family Fare	265	6127 Kalamazoo SE	Kentwood	MI	49508
Family Fare	339	2755 Lake MI Dr. NW	Gr. Rapids	MI	49504
Family Fare	408	565 S. State St.	Sparta	MI	49345
Family Fare	635	1181 W. Randall	Coopersville	MI	49404
Family Fare	636	5241 Northland Drive	Gr. Rapids	MI	49525
Family Fare	641	4144 US 31 South	Traverse City	MI	49685
Family Fare	642	905 E. 8th Street	Traverse City	MI	49686
Family Fare	643	1002 Forest Avenue	Frankfort	MI	49635
Family Fare	645	211 S. Division	Bellaire	MI	49615
Family Fare	647	1057 US 31 South	Manistee	MI	49660
Family Fare	648	602 S Mitchell	Cadillac	MI	49601
Forest Hills	1400	4668 Cascade Road	Grand Rapids	MI	49546
Ada Market	1401	444 Ada Dr SE	Ada	MI	49301
Family Fare	1501	3561 W Hghtn Lk Dr POB 699	Houghton Lk	MI	48629
Family Fare	1502	100 S. Bradley Hwy.	Rogers City	MI	49779
Family Fare	1504	992 S. Main	Cheboygan	MI	49721
Family Fare	1505	2626 N. M-33, POB 480	Rose City	MI	48654
Family Fare	1506	111 Captain's Corner M66	Charlevoix	MI	49720
Family Fare	1507	619 N. Williams	Mancelona	MI	49659
Family Fare	1508	305 Morenci, POB 549	Mio	MI	48647
Family Fare	1509	2206 S. M-76, POB 145	West Branch	MI	48661
Family Fare	1510	829 W. Main, POB 580	Gaylord	MI	49735
Family Fare	1511	2470 S. I-75 Bus. Loop	Grayling	MI	49738
Family Fare	1513	784 S. Cedar, POB 940	Kalkaska	MI	49646
Family Fare	1514	240 S. Lake, POB 873	East Jordan	MI	49727
Family Fare	1515	5105 Co. Rd 612, POB 40	Lewiston	MI	49756
Family Fare	1516	409 N. Fifth St., Box 220	Roscommon	MI	48653
Family Fare	1517	430 N. Lake St.	Boyne City	MI	49712
Family Fare	1519	5463 N. Huron Rd.	Oscoda	MI	48750
Family Fare	1522	533 S. Main St.	Standish	MI	48658
Family Fare	1523	1570 N. Clare Ave.	Harrison	MI	48625
Family Fare	1524	1204 State St.	Gladwin	MI	48624



D & W	1525	1163 U.S. 31 North	Petoskey	MI	49770
Family Fare	1527	425 East M-28	Munising	MI	49862
Family Fare	1530	699 US 2	St. Ignace	MI	49781
Family Fare	1532	2026 N. Saginaw	Midland	MI	48640
D & W	1570	1116 Robbins Road	Grand Haven	MI	49417
D & W	1571	1814 Breton Rd SE	Gr. Rapids (Breton Vlg)	MI	49506
Family Fare	1572	201 Marcell Dr NE	Rockford	MI	49341
D & W	1573	6425 28th St., SE	Gr. Rapids (Cascade)	MI	49546
D & W	1574	50 Douglas Ave.	Holland	MI	49424
D & W	1575	2103 Parkview Ave.	Kalamazoo (Parkview)	MI	49008
D & W	1576	2181 Wealthy St. SE	Gr. Rapids (Gaslight Vllg)	MI	49506
D & W	1577	9375 Cherry Valley Av SE	Caledonia	MI	49316
Family Fare	1579	3960 44th St., SW	Grandville	MI	49418
Family Fare	1580	2900 Burlingame Ave SW	Wyoming (Burlingame)	MI	49509
Family Fare	1586	4325 Breton Road SE	Gr. Rapids	MI	49512
Family Fare	1587	1415 E Fulton St.	Gr. Rapids	MI	49503
Family Fare	1589	1965 Baldwin St.	Jenison	MI	49428
D & W	1591	2022 Apple Orchard Ave.	Grand Rapids	MI	49525
D & W	1903	151 W. Grand River	Williamston	MI	48895
Family Fare	1904	45 East Columbia	Battle Creek (Lakeview)	MI	49015
VG's	1920	2400 W. Grand River	Howell	MI	48843- 8585
VG's	1921	18005 Silver Parkway	Fenton	MI	48430- 3421
VG's	1922	1520 W. Caro	Caro	MI	48723- 9260
VG's	1925	710 S. Mill	Clio	MI	48420- 1491
VG's	1927	1390 N. Leroy	North Fenton	MI	48430- 2762
VG's	1929	7461 N. Genesee	Genesee	MI	48437- 0245
VG's	1930	8503 Davison	Davison	MI	48423- 2116

VG's	1932	1341 N. M-52	Owosso	MI	48867-1232
VG's	1934	6764 S. River	Marine City	MI	48039-2252
Family Fare	1955	410 N. Marshall	Coldwater	MI	49036
Valu Land	1962	3800 W Saginaw St., Ste. 2	Lansing	MI	48917
Valu Land	1967	1609 W Mount Hope	Lansing (Mount Hope)	MI	48910
Family Fare	1972	1525 W. Michigan Ave.	Urbandale	MI	49037
Family Fare	1973	103 N. Grove St., Delton	Delton	MI	49046
Family Fare	1975	56151 South M-51	Dowagiac	MI	49047
Family Fare	1979	1603 Capital, NE	Battle Creek (Pennfield)	MI	49017
Family Fare	1980	847 S. Kalamazoo Ave	Paw Paw	MI	49079
Family Fare	1990	902 W. State Street	Hastings	MI	49058
Family Fare	1992	1406 North Eaton	Albion	MI	49224
Family Fare	1994	1411 S. Main	Eaton Rapids	MI	48827
Family Fare	1995	15900 W. Michigan Ave	Marshall	MI	49068
Valu Land	1998	810 West Bellevue	Leslie	MI	49251
Family Fare	1999	120 W. Prairie	Vicksburg	MI	49097

### Participating Items

- Bell's Oberon 4pk 16oz Cans
- Bell's Oberon 6pk 12oz Bottles
- Bell's Oberon 12pk 12oz Cans