

BOAR'S HEAD® REWARDS OFFER
TERMS AND CONDITIONS

PARTICIPATION IN THE OFFER REQUIRES ACCEPTANCE OF THESE TERMS AND CONDITIONS, WHICH INCLUDE A CLASS ACTION WAIVER AND ARBITRATION CLAUSE (SEE SECTION 8). IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS, YOU MUST NOT PARTICIPATE IN THIS OFFER. (OFFER ITEMS AVAILABLE UNTIL THE EARLIER OF SEPTEMBER 30, 2026 OR WHEN THE STATED NUMBER OF OFFER ITEMS ARE AWARDED). VOID WHERE PROHIBITED.

The Boar's Head® Rewards Offer ("Offer") is sponsored by Frank Brunckhorst Co., LLC ("Sponsor"), 1819 Main Street, Suite 800, Sarasota, FL 34236, and is administered by Twelve Thirty, LLC ("Administrator").

- 1. OFFER PERIOD:** The "Offer Period" begins at or about 12:00 PM (noon) Eastern Time ("ET") on July 1, 2026, and ends at 11:59:59 PM ET on September 30, 2026 or while the stated number of Offer Items (described in Section 3) last, whichever occurs first. The Administrator's computer is the Offer official clock.
- 2. ELIGIBILITY:** The Offer is available only to legal residents of Illinois, Indiana, Iowa, Maryland, Massachusetts and Wisconsin who are at least eighteen (18) years old. Employees, directors, officers, and agents of Sponsor, Administrator, and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies and suppliers involved in the Offer ("Offer Entities"), as well as the members of each of their immediate families (spouse, parents, grandparents, children, siblings, and grandchildren, and each of their respective spouses, regardless of where they reside) and persons residing in the same household as such individuals (whether related or not) are not eligible to participate. Void where prohibited or restricted by law. Participation constitutes participant's full and unconditional agreement to these Terms and Conditions and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Offer.
- 3. HOW TO PARTICIPATE IN THE OFFER, OFFER DETAILS, & OFFER ITEMS:** Participation in the Offer and being eligible for an Offer Item (defined below) requires registration (which is free) at boarsheadrewards.com ("Website"), the purchase of a Participating Product (defined below), submission of a purchase Receipt (defined below) on the Website's Boar's Head Activity Dashboard ("Dashboard"), and the accumulation of Punches (defined below) on Participant's digital punch card.

Registration. To register, during the Offer Period, eligible participants (each a "Participant") must visit the Website either directly or by scanning the QR code found on Sponsor's marketing materials. Once on the Website, participant must complete and submit the registration form with all required information, which may include, but may not be limited to, first and complete last name (no initials), e-mail address, phone number, street address (no P.O. Boxes will be allowed), city, state, and ZIP Code ("Registration Form"). A Participant who has completed and submitted the Registration Form, agreed to these Terms and Conditions and confirmed that they are old enough to participate in the Offer by checking the appropriate boxes will be granted access to their Dashboard. **LIMIT ONE (1) REGISTRATION PER PERSON/PER E-MAIL ADDRESS. LIMIT FIVE (5) REGISTRATIONS PER HOUSEHOLD.**

Purchase. During the Offer Period, a Participant must purchase at least ten dollars (\$10) of any Boar’s Head branded product (each a “Participating Product”) and keep the original receipt of the Participating Product purchase (“Receipt”).

Receipt Submission. After purchase of a Participating Product, the Participant must then (i) log on to their Dashboard on the Website, (ii) click the “Submit Receipt” link, and (iii) follow on-screen instructions to upload and submit an original photograph of the Receipt. A photograph showing a Receipt file must be in .JPEG, .JPG, or .PNG format and may not exceed 10MB. NOTE: THE PURCHASE OF MULTIPLE PARTICIPATING PRODUCTS ON THE SAME RECEIPT WILL NOT INCREASE THE NUMBER OF PUNCHES RECEIVED, NOR WILL THE PARTICIPANT SUBMITTING SUCH RECEIPT RECEIVE MORE THAN ONE (1) PUNCH PER RECEIPT. The Sponsor or Administrator will let the Participant know by email if a Receipt is accepted or rejected. If a Receipt is rejected, Sponsor will give the Participant another opportunity to upload a valid Receipt.

Upon uploading the Receipt and compliance with the above, the Participant will receive one (1) punch (“Punch”) on their Digital Boar’s Head Rewards Punch Card viewable on the Dashboard.

Bonus: A Participant may earn one (1) additional bonus punch if the Receipt Submission includes at least one half-pound of a Boar’s Head American Cheese item from the Fresh Slice or behind the counter deli service (“Bonus Punch”). Qualifying items include: American Cheese Yellow (Case #652), American Cheese White (Case #653), 33% Lower Fat & 36% Lower Sodium American Cheese Yellow (Case #712), or 33% Lower Fat & 36% Lower Sodium American Cheese White (Case #713) (“Cheese Item”). To qualify for the Bonus Punch, the Receipt Submission must include at least the required ten dollars (\$10) of Participating Product and the required Cheese Items. The Cheese Item can be a part of the \$10 total.

Limit: A Participant may receive at most two (2) Punches per week inclusive of the Bonus Punch. A week will start on Monday at 12:00:00AM ET and end on the following Sunday at 11:59:59PM ET, other than the first week, which will start on Wednesday July 1st at 12:00:00PM ET and end on Sunday July 5th at 11:59:59PM ET, and the last week, which will start on Monday September 28th at 12:00:00AM ET and end on Wednesday September 30th at 11:59:59PM ET.

Offer Items. Once a Participant accumulates four (4) Punches, eight (8) Punches, and twelve (12) Punches on their Digital Boar’s Head Rewards Punch Card Dashboard, the Participant will be eligible to receive the following Offer Items depending on the number of Punches accumulated and subject to verification and compliance with these Terms and Conditions:

# of Punches	Offer Item
4	Boar’s Head Branded Tote
8	Boar’s Head Branded Hat
12	Boar’s Head Branded Hoodie

A Participant that accumulates four (4) Punches will be eligible to receive one (1) Boar’s Head Branded Tote (“Tote”). The approximate retail value of the Tote is \$25. A total of One

Thousand (1,000) Totes will be made available during the Offer Period. A Participant that accumulates eight (8) Punches will be eligible to receive one (1) Boar's Head Branded Hat ("Hat"). The approximate retail value of the Hat is \$35. A total of One Thousand (1,000) Hats will be made available during the Offer Period. A Participant that accumulates twelve (12) Punches will be eligible to receive one (1) Boar's Head Branded Hoodie ("Hoodie"). The approximate retail value of the Hoodie is \$60. A total of One Thousand (1,000) Hoodies will be made available during the Offer Period. The total Approximate Retail Value ("ARV") of all Offer Items will depend upon the number of Punches Participants accumulate because a single Offer Item ranges from \$25 to \$60 and its issuance is subject to the number of Punches accumulated, and the Offer Period could expire prior to all Offer Items being awarded. The maximum ARV if all Offer Items are awarded would be \$120,000. Offer Items will be shipped to the verified winner's address within approximately four (4) to eight (8) weeks after Participant accumulates the amount of necessary Punches for the respective Offer Item and the Participant's Receipts are verified and approved.

Limit: Entitlement to each Offer Item based on the requisite number of Punches is not mutually exclusive (i.e., a Participant may be entitled to a Tote, a Hat and a Hoodie, based on earning twelve (12) Punches during the Offer Period). A Participant may receive at most one (1) of each Offer Item during the entire Offer Period. Accumulation of more than twelve (12) Punches will not result in additional Offer Items.

- 4. RESTRICTIONS:** A Receipt may only be used once to participate in the Offer. A Receipt may not be used by more than one (1) Participant. Any Offer Item claim submitted in violation of these Terms and Conditions will be rejected. In the event of any dispute regarding whether a Receipt properly reflects the purchase of a Participating Product, all such disputes will be determined by Sponsor in its sole discretion. Offer may not be combined with other Sponsor offers, rebates, programs, and promotions. Receipts will only be accepted from a Participant who actually made the Participating Product purchase and may not be assigned, transferred or sold. Omission of a Receipt or any other required information will result in a declined Offer and Offer Item claim.
- 5. LIMITATION OF LIABILITY:** By participating in this Offer, Participants agree that the Offer Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each of their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/Internet/Website/UseNet accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing, human or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access; (vii) any injury or damage, whether personal or property, to Participants or to any person's mobile telephone or computer related to or resulting from participating in the Offer; and (viii) requests that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Terms and Conditions.

By participating in the Offer, each Participant agrees: (i) to be bound by these Terms and Conditions; (ii) to waive any rights to claim ambiguity with respect to these Terms and Conditions; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Offer; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from and against any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Offer, including, but not limited to, any Offer-related activity or element thereof, and the Participant's requests, participation or inability to participate in the Offer or using the Offer Item; (b) the violation of any third-party privacy, personal, publicity, intellectual property or proprietary rights; (c) acceptance, receipt, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of any item (or any component thereof); (d) any change in the Offer Items (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed items (or any element thereof); or (h) the negligence or willful misconduct by a Participant.

If, for any reason, the Offer is not capable of running as planned, or the integrity and/ or feasibility of the Offer is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor reserves the right, at its sole and absolute discretion, to abbreviate, cancel, terminate, modify or suspend the Offer and/or proceed with the Offer in a manner it deems fair and reasonable. If Sponsor, in its discretion, elects to alter this Offer as a result of a Force Majeure event, a notice will be posted at the Website.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS OFFER IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSIONS OF IMPLIED WARRANTIES, THEREFORE SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

6. **PRIVACY:** Information collected from and submitted by Participants in connection with the Offer shall be subject to Sponsor's privacy policy, which is available at <https://boarshead.com/about/privacy>.
7. **GENERAL:** This Offer is subject to all federal, state and local laws and regulations. Receiving any Offer Item is contingent upon fulfilling all requirements set forth herein. Offer valid for individual consumers only; requests from groups, clubs or organizations and fraudulent requests will not be honored. Offer Items have no cash value. Any attempted form of participation in this Offer other than as described herein is void and will result in disqualification. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Offer, to be acting in violation of

these Terms and Conditions or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Offer. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Offer will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE OFFER OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS OFFER IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of a Participant, the request will be declared made by the authorized account holder of the telephone number used to participate in the Offer. "Authorized account holder" is defined as the natural person who is assigned to a telephone number by a telephone service provider. Each Participant may be required to show proof of eligibility and compliance with these Terms and Conditions. If any provision of these Terms and Conditions or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Terms and Conditions valid and enforceable. The invalidity or unenforceability of any provision of these Terms and Conditions will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All materials submitted will not be returned and become property of Sponsor. In the event of any conflict with any Offer details contained in these Terms and Conditions and the Offer details contained in any promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Offer as set forth in these Terms and Conditions shall prevail.

8. **DISPUTES: THIS OFFER IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK, NEW YORK. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN ILLINOIS. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN COOK COUNTY, ILLINOIS. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. PARTICIPANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY PARTICIPANT AND/OR OFFER ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE OFFER PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY**

FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO PORTIONS OF THE ABOVE MAY NOT APPLY TO YOU.

- 9. PUBLICITY RIGHTS:** Except where prohibited by law, participation in the Offer and/or acceptance of an Offer Item constitutes Participant's grant to Sponsor and/or Sponsor's designee (which grant shall be confirmed in writing at the request of the Sponsor) the perpetual, worldwide right to use such Participant's name, biographical information, photos and/or likeness, and verified statements for promotion, trade, commercial, advertising and publicity purposes, in all media now known or hereafter discovered, including live television, social media and the Internet, without further notice, review or approval and without additional compensation.

All trademarks used herein are the property of their respective owners.

© 2026 Frank Brunckhorst Co., LLC. All rights reserved.