

Official Rules
"2017 Gloria Ferrer Glorious Bites Appetizer Challenge"

No Purchase Necessary. Must have an internet connection and be 21 years of age or older to enter.

Freixenet Sonoma Caves Inc., d/b/a Gloria Ferrer Winery ("Sponsor") is sponsoring the "2017 Gloria Ferrer Glorious Bites Appetizer Challenge" (the "Promotion") between August 15, 2017 and October 14, 2017. The Promotion is open to legal US residents who are 21 years of age or older. The following individuals are not eligible to enter the Promotion: employees, officers, directors of Sponsor and its parent company, subsidiaries, and affiliated companies, alcoholic beverage licensees, Sponsor's contractors, and persons providing a service related to the Promotion including, but not limited to, employees of agencies providing advertising, development, promotion, web design, fulfillment, and judging services, and the immediate family members of all of the foregoing, and those living in the same households.

How to Enter: The Promotion begins at 12:00 AM Eastern Time ("ET") on 08/15/17 and is comprised of three (3) Rounds. In order to compete to win the Grand Prize, you will need to successively advance to Round 3.

Round 1: Round 1 begins at approximately 12:00 AM ET on 08/15/17 and ends at 11:59:59 PM ET on 09/24/2017. Visit www.gloriousbites.com and follow the instructions to enter by (1) providing the name of your appetizer, your name, street address (PO Boxes are not acceptable), city, state, zip code, phone number, email address, and your date of birth, (2) selecting the regional cook-off event location closest to your residence which consist of Denver CO, Boston, MA and Minneapolis, MN and (3) submitting your original recipe for an appetizer that (a) is best paired with Gloria Ferrer Brut Wine, and (b) can be prepared and served in less than 30 minutes (the "Submission"). Each Submission is limited to 500 words and must be submitted in English. You may also submit a picture or you and/or your complete appetizer, but pictures are not required to enter the Promotion and will not be included as part of the judging process. Any picture uploaded with your Submission must be in a JPEG format and less than less 5 MB in size.

Submission Confirmation or Rejection: After Sponsor receives your Submission, you will receive within three (3) business days either a confirmation email stating that your Submission was accepted (an "Accepted Submission") or a rejection email, which will detail the reason(s) why your Submission was rejected (a "Rejected Submission"). You may re-submit a Rejected Submission only one time as long as (i) you have addressed the reason(s) for the rejection and (ii) the corrected Submission is submitted within 24 hours of receipt of the rejection email. There is no limit on the number of unique Submissions that can be submitted per person or per household, but there is a limit of five (5) Accepted Submissions per person or per household. Only one Accepted Submission per person or per household may advance to Round 2. New Submissions will not be allowed after the end of Round 1; provided, you will be allowed one opportunity to correct a Rejected Submission after the end of Round 1 if the corrected Submission is submitted within 24 hours after either (i) the end of Round 1 or (ii) receipt of a rejection email dated on or after the date of the end of Round 1, whichever occurs later in time. Entrants who submit a Corrected Submission after the end of Round 1 which is then deemed by Sponsor as an Accepted Submission, will receive a confirmation email. Corrected Submissions submitted after the end of Round 1 that are rejected again by Sponsor will be disqualified from consideration with no further notice provided to the entrant. Sponsor reserves the right to disqualify a Submission at any time during the Promotion Period if it is determined that the Submission does not comply with the Official Rules.

Submission Conditions: Submissions may not be offensive, indecent, illegal, profane, derogatory, disparaging, promote the irresponsible consumption of alcohol or unsafe activities, contain copyrighted materials or trademarks owned by others, refer to any company or brand name other than that of Sponsor, contain any personal identification, communicate messages or images inconsistent with the positive image of Sponsor's name and brands, contain images or references to persons under the age of 21, or contain images of Santa Claus or other images relating to children. Sponsor reserves the right to reject any Submission that Sponsor, in its sole discretion, determines as not meeting the criteria stated in these Official Rules or is otherwise not in keeping with Sponsor's image and reputation. Sponsor reserves the right to remove any Submission without prior notice. By entering, you represent and warrant that (i) you are the sole owner of your Submission, (ii) your

Submission is original, (iii) you are transferring and assigning to the Sponsor all ownership rights in and to your Submission, (iv) your Submission has not been previously published anywhere for any reason, (v) you have not granted anyone any rights to use or own your Submission, (vi) your Submission has not been entered in any previous competition or contest, and (viii) your Submission meets the criteria as required in the Official Rules. Sponsor shall have the right to reproduce, publish, use, adapt, exploit, or distribute your Submission online, in print, film, television, or in any other media now or hereafter known throughout the world in perpetuity without compensation, notification, or approval to or by you. By submitting your Submission, you agree to be bound by the terms of these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to this Promotion. By submitting your Submission, you acknowledge and agree that Sponsor may obtain many submissions in this Promotion and that your Submission may be similar or identical in theme, idea, ingredients, or other respects to others submitted in this Promotion, and you waive any and all claims that the winning Submission is similar or identical to your Submission. By entering, you understand and agree that your Submission may be posted on Sponsor's websites for viewing by visitors. Sponsor is not liable in any manner for the use of your Submission by any unauthorized third party.

Round 1 Judging: Round 1 submissions will be judged according to the following criteria and weight, and awarded points in order to determine the Round 1 Winners who will advance to Round 2 of the Promotion:

- 1) Pairing with Gloria Ferrer Brut Wine (33.3% weight):
Does the wine complement and enhance the appetizer?
1-10 possible points awarded.
- 2) Originality (33.3%):
Is the appetizer recipe one of a kind?
1-10 possible points awarded.
- 3) Perceived Taste Appeal (33.3%):
Does the appetizer sound appealing?
1-10 possible points awarded.

Notification and Advancement To Round 2: On or around September 26, 2017 and from all Accepted Submissions received during Round 1, Sponsor will select four (4) Round 1 Winners from each regional location (each a "Round 1 Winner") to participate in the Round 2 regional cook-off event. There will be a total of twelve Round 1 Winners selected but Sponsor reserves the right to select fewer than twelve Round 1 Winners and/or assign a Round 1 Winner to a different region in Sponsor's sole discretion if Sponsor does not receive a sufficient number of Accepted Submissions from a particular region. The regional locations are: Region 1: Boston, Massachusetts, Region 2: Minneapolis, Minnesota, and Region 3: Denver, Colorado, with the date for each live regional cook-off event to be held according to the following schedule:

Region 1: Boston, MA – Tuesday, October 3, 2017 at Divine Design Center, 2 Battery Wharf, Boston, MA 02109

Region 2: Minneapolis, MN – Thursday October 5, 2017 at Kitchen Windon, Calhoun Square, 3001 Hennepin Ave., Minneapolis, MN 55408

Region 3: Denver, CO – Saturday, October 7, 2017 at BAC Appliance Center, 1880 W. Oxford Ave., Englewood, CO 80110

Events will be held from 6pm to 8pm in the respective time zone of each host city.

Each Potential Round 1 Winner will be notified by phone and/or email on or around September 26, 2017. If Sponsor does not receive confirmation of notification of being selected as a Potential Round 1 Winner within 24 hours after Sponsor's notification, then that Potential Round 1 Winner will be disqualified and another Potential

Round 1 Winner will be selected if time permits. In order to compete to win the Grand Prize, a Round 1 Winner is required to attend and win his/her Round 2 regional cook-off event. Any Round 1 Winner who cannot attend the Round 2 regional cook-off event will be disqualified from the Promotion and will forfeit the Round 1 Prize (defined below). Sponsor may or may not select a replacement Round 1 Winner in Sponsor's sole discretion.

Round 1 Prize: Each Round 1 Winner will receive the following prize ("Round 1 Prize"): (i) one (1) pre-paid debit card for \$100 which can be used to purchase or defray the costs to purchase the ingredients to be used at the Round 2 regional cook-off event, and (ii) transportation costs* to attend the Round 2 regional cook-off event. ****Transportation costs will be determined as follows:*** (a) if a Round 1 Winner's residence is located 200 miles or more (as determined by Sponsor), from the regional cook-off location assigned to the Round 1 Winner, that Round 1 Winner will receive one (1) \$500.00 pre-paid debit card for transportation, fuel, tolls, etc., or (b) if a Round 1 Winner's residence is located less than 200 miles (as determined by Sponsor), from the regional cook-off location assigned to the Round 1 Winner, that Round 1 Winner will receive one (1) \$200.00 pre-paid debit card for transportation, fuel, tolls, etc. The Approximate Retail Value ("ARV") of each of the Round 1 Winner Prizes is between \$300.00 and \$600.00 but will vary depending on the location of a Round 1 Winner's assigned regional cook-off location. Any and all other costs and expenses not specifically mentioned herein including, but not limited to, all taxes, additional transportation, taxis, fuel, insurance, meals, beverages, gratuities, hotel stay, room service, other services, and personal expenses, are the sole responsibility of each Round 1 Winner to pay.

Round 2: Round 2 of the Promotion is a regional "live" cook-off event where Round 1 Winners will have 30 minutes to prepare and present to the Judges an appetizer as described in the Round 1 Winner's Submission. (Round 1 Winners having more than one Accepted Submission may choose only one of his/her Accepted Submissions to prepare and present for judging. Each Round 1 Winner will be required to purchase and bring all ingredients necessary to make the appetizer described in the Round 1 Winner's Submission. Refrigeration, oven, burners, and prep station will be provided for use for each Round 1 Winner. Each Round 1 Winner must bring his/her own cutlery, kitchen hand utensils, mixers, bowls, plates, bakeware, etc., to use during the Round 2 regional cook-off event.

Round 2 Judging: Round 2 submissions will be judged according to the following criteria and weight, and awarded points in order to determine the Round 2 Winners who will advance to Round 3 of the Promotion:

- 1) Pairing with Gloria Ferrer Brut Wine (25% weight):
Does the wine complement and enhance the appetizer?
1-10 possible points awarded.
- 2) Originality (25%):
Is the appetizer recipe one of a kind?
1-10 possible points awarded.
- 3) Taste (25%):
Does the appetizer taste good?
1-10 possible points awarded.
- 4) Appearance/Overall Presentation (25%):
Does the appetizer, including any garnishes used, look appealing and appetizing?
1-10 possible points awarded.

In the event of a tie score, the tie will be broken based upon the highest score in the first judging criteria, continuing thereafter to each judging criteria in order, as needed, to break the tie score. There will be one (1) Round 2 Winner determined at each regional cook-off event for a total of three Round 2 Winners. Each Round 2 Winner will be determined by receiving the highest number of points at his/her respective regional cook-off event with the Round 2 Winners to be announced the next business day.

Round 2 Prize: Each Round 2 Winner will receive the following prize ("Round 2 Prize"): (i) one (1) pre-paid debit card for \$100 which can be used to purchase or defray the costs to purchase the ingredients to be used at the Round 3 National cook-off event to be held on October 14, 2017 at the Gloria Ferrer Caves and Vineyards in Sonoma, California and (ii) transportation costs* to attend the Round 3 National cook-off event ***Transportation costs will be determined as follows:** (a) if a Round 2 Winner's residence is located 200 miles or more (as determined by Sponsor), from the Gloria Ferrer Caves and Vineyards in Sonoma, California, that Round 2 Winner will receive (i) roundtrip economy airfare for the Round 2 Winner and a guest ("Guest") from the international airport in the continental United States closest to the Round 2 Winner's residence (as determined by Sponsor) to an international airport in Northern California (as determined by Sponsor), (ii) hotel accommodations for the Round 2 Winner and Guest for one (1) night (based on one standard room with double occupancy. Sponsor to select hotel), or (b) if a Round 2 Winner's residence is located less than 200 miles (as determined by Sponsor), from the Gloria Ferrer Caves and Vineyards in Sonoma, California, that Round 2 Winner will receive (i) one (1) \$200.00 pre-paid debit card for transportation, fuel, tolls, etc., to get to the Round 3 National cook-off event, and (ii) hotel accommodations for the Round 2 Winner and Guest for one (1) night (based on one standard room with double occupancy. Sponsor to select hotel). The Approximate Retail Value ("ARV") of each of the Round 2 Prizes is between \$700.00 and \$2,700.00 but will vary depending on the location of a Round 2 Winner's residence. Any and all other costs and expenses not specifically mentioned herein including, but not limited to, all taxes, additional transportation, taxis, fuel, insurance, meals, beverages, gratuities, hotel stay, room service, other services, and personal expenses, are the sole responsibility of each Round 2 Winner to pay.

Round 3: The three Round 2 Winners advancing to the Round 3 National cook-off event will compete in a simultaneous live "cook-off" where each Round 2 Winner will have 30 minutes to prepare and present to the Judges the Round 2 Winner's winning Submission from Round 2. Each Round 2 Winner will be required to purchase and bring all ingredients necessary to make the appetizer described in the Round 2 Winner's Round 2 Submission. Oven, burners and prep station will be provided for use by the Round 2 Winner. Each Round 2 Winner must bring his/her own cutlery, kitchen hand utensils, mixers, bowls, plates, bakeware, etc., to use during the Round 3 National cook-off event.

Round 3 Judging: Round 3 submissions will be judged according to the following criteria and weight, and awarded points in order to determine the Grand Prize Winner:

- 1) Pairing with Gloria Ferrer Brut Wine (25% weight):
Does the wine complement and enhance the appetizer?
1-10 possible points awarded.
- 2) Originality (25%):
Is the appetizer recipe one of a kind?
1-10 possible points awarded.
- 3) Taste (25%):
Does the appetizer taste good?
1-10 possible points awarded.
- 4) Appearance/Overall Presentation (25%):
Does the appetizer, including any garnishes used, look appealing and appetizing?
1-10 possible points awarded.

In the event of a tie score, the tie will be broken based upon the highest score in the first judging criteria, continuing thereafter to each judging criteria in order, as needed, to break the tie score. The Round 2 Winner receiving the highest number of points at the end of the Round 3 National cook-off event will be determined the Grand Prize Winner.

Grand Prize: The Grand Prize Winner will receive a company check for \$5,000.00. The ARV of the Grand Prize is \$5,000.00. The total ARV for all Prizes to be awarded in the Promotion is \$20,300.00. No alcohol is being awarded as a prize in the Promotion.

Prize Conditions: Round 2 Prizes with hotel accommodations must be used in one trip. Round 1 and Round 2 winners are also referred to herein as a "Winner." All Winners will be issued an IRS Form 1099 if the total value of the Prizes received is \$600 or more. All Winners are subject to a background check and may be disqualified at any time if, in Sponsor's opinion, the results of the background check, if known to the general public, would subject Sponsor to adverse publicity or public scorn or ridicule if the Winner was allowed to continue his/her participation in the Promotion. Prizes are not transferable, cannot be sold or auctioned, and have no cash surrender value. In the event that any Winner does not or cannot use any portion of his/her Prize, there will be no reimbursement or compensation paid. Guests of the Round 2 Winners must be 21 years of age or older and have no independent rights to any Prize or portion thereof. Entrants must be 21 years of age or older at the time of entry. If Sponsor does not receive personal confirmation from a Round 1 Winner of being selected as a Round 1 Winner, within 48 hours from Sponsor's notification, or if a Round 1 Winner (i) fails to complete and return all requested eligibility documents by the date specified by the Sponsor, (ii) is found to be ineligible, or (iii) fails to comply with these Official Rules, the Round 1 Winner will be disqualified and the Round 1 Prize will be forfeited. The acceptance or use of any Prize awarded constitutes permission for Sponsor to use the Winner's name and address (city and state) for promotional purposes on a worldwide basis, and in all forms of media, in perpetuity, without notice or further compensation. A purchase will not increase chances of winning. The named person selected as a Round 1 or Round 2 Winner must be personally present at any applicable Round (no substitutions are allowed) to be eligible to win the Grand Prize. Any Round 1 or Round 2 Winner who cannot or does not participate in subsequent applicable Rounds for any reason will be disqualified from the Promotion and a replacement may or may not be selected in Sponsor's sole discretion. Sponsor reserves the right to modify the rules, terms, conditions, and procedures in order to promote fairness in the Promotion. All Prizes will be awarded unless the Sponsor does not obtain all required eligibility documents signed by a Winner or, in the opinion of the Sponsor, no legitimate Submissions are received. Each Winner will be required to sign an Affidavit of Eligibility and a Liability/Publicity Release to be returned by a date specified by Sponsor. Each Winner must provide his/her social security number to the Sponsor as a condition of continued eligibility. Sponsor reserves the right to require proof of identification from any entrant at any time during the Promotion Period as a condition of continued participation. No purchase is necessary to enter or win, but an internet connection is required to enter.

Limitations on Liability: Entrants waive any right to claim ambiguity with regard to the mechanics of the Promotion or interpretation of the Official Rules. Sponsor and its agents and their respective officers, directors, and employees are not responsible for lost, late, delayed, inaccurate, incomplete, or misdirected Submissions, or for any electronic, network, or computer failures or malfunctions, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions that may limit a user's ability to participate in this Promotion, or for any other hardware, software, or technical errors of any kind including any injury or damage to any person's computer related to or resulting from participating in the Promotion, or for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise, relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of Submissions, or with respect to any Promotion-related materials. All Submissions become the property of Sponsor. Headings are provided for convenience only. Sponsor is not responsible or liable for any loss, damage, inconvenience, or loss of time arising out of any acts, omissions, or negligence, of any person, or for delays or cancellations including, but not limited to those resulting from mechanical breakdown, closings, strikes, government action, inclement weather, sickness, injury, or Acts of God. Winners and Guests may be required to sign additional Releases as a condition of use of the Prize. All Winners and Guests agree to release, discharge, indemnify, and hold harmless Sponsor and its parent companies, subsidiaries, and affiliates and their respective directors, officers, employees, and agents, from any claims due to any injuries (including death), damages, or losses claimed by any person, including the Winner and, as applicable, Guest, as a result of the Winner entering the Promotion, submitting a Submission, or using a Prize. Sponsor is not responsible for the Winner or Guest while attending the Round 2 or Round 3 cook-off events. Sponsor reserves the right at any time to disqualify a Winner for unruly behavior. The Promotion is subject to all applicable federal, state, and local laws. Any person attempting to defraud or in any

way tamper with the mechanics or logistics of the Promotion will be declared ineligible and may be prosecuted. If, for any reason, the Promotion is not capable of being conducted as planned because of tampering, intervention, fraud, technical failures, or any other reason (each an "Intervening Cause"), which affects the security, fairness, or proper execution of the Promotion, Sponsor reserves the right to modify or cancel the Promotion. Any disputes regarding this Promotion shall be governed by California law and resolved in courts located in Sonoma County, California. Any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred but in no event attorney fees. Entrant waives any claim for punitive, incidental, or consequential damages. With regard to the Prizes being awarded, Sponsor makes no express or implied warranty of merchantability or fitness for a particular purpose. For a Winner's list, mail a self-addressed stamped envelope postmarked by 09/26/17 to: Gloria Ferrer Glorious Bites Winner's List, c/o Southern Made, PO Box 28026, Nashville, TN 37228. All information provided to enter this Promotion is subject to Sponsor's Privacy Policy which can be found at www.gloriaferrer.com/privacy-policy. Void where prohibited.

Sponsor: Freixenet Sonoma Caves Inc., Sonoma, California, is the sole Sponsor of the 2017 Gloria Ferrer Glorious Bites Appetizer Challenge.