

# 2026 CHEERWINE UNIQUELY SOUTHERN SUMMER PROMOTION - OFFICIAL RULES

The 2026 CHEERWINE UNIQUELY SOUTHERN SUMMER PROMOTION (the "Promotion") is offered by Carolina Beverage Corporation, ("Cheerwine") and is administered by The Padgett Smith Project and WSP International Limited, (collectively, the "Administrators"). Carolina Beverage Corporation hereinafter will be referred to as the "Promotion Sponsor".

## **NO PURCHASE NECESSARY TO ENTER OR WIN.**

**General Promotion Information:** Participants may enter the Promotion by uploading qualifying receipts showing purchase of any Cheerwine product ("Receipt" or "Receipts") or entering bonus codes ("Bonus Code" or "Bonus Codes") at [www.cheerwinesummer.com](http://www.cheerwinesummer.com) to earn Promotion entries ("Entry" or "Entries"). All Entries will be eligible for an instant win prize or discount ("Instant Prize") and Entries earned through Receipt uploads will also receive sweepstakes ballots for applicable prize drawings ("Ballots"). See Rule 3, HOW TO PLAY, below for complete details.

No purchase is necessary to participate in the Promotion. A purchase will not increase your chances of winning. See Rule 3, HOW TO PLAY, below for complete details.

Questions, concerns, or comments regarding the Promotion may be submitted by email to [support@cheerwinesummer.com](mailto:support@cheerwinesummer.com) or by mail to: Cheerwine Promotion, 600 Main Street, #300, Tonawanda, NY 14151-0888.

**1) PROMOTION DATES:** The Promotion begins at 9:00:01 AM Eastern Time ("ET") on June 21, 2026 (the "Promotion Start Date") and is scheduled to end at 11:59:59 PM ET on August 15, 2026 (the "Promotion End Date"). The period from the Promotion Start Date through the Promotion End Date is known as the "Promotion Period".

**2) WHO CAN PLAY:** The Promotion is open only to individuals who are legal residents of the contiguous United States of America except for the states of California, New York, and Rhode Island (the "Promotion Area"), who have reached the age of majority, as of the Promotion Start Date, in the state in which they reside. Employees and immediate family members (living in the same household) of the Promotion Sponsor, its affiliates and agents, contractors, and the Administrators, are not eligible to enter or win prizes. The Promotion is void outside of the Promotion Area and where otherwise prohibited or restricted by law.

**3) HOW TO PLAY:** There are two (2) ways to enter the Promotion for chances to win: A) By uploading a valid Receipt showing purchase of any Cheerwine product at [www.cheerwinesummer.com](http://www.cheerwinesummer.com); or B) By entering a valid Bonus Code at [www.cheerwinesummer.com](http://www.cheerwinesummer.com). To participate, visit [www.cheerwinesummer.com](http://www.cheerwinesummer.com) and follow the on-screen instructions to complete the one-time registration form by providing the required information. Once your Promotion account has been created, you may log in at any time during the Promotion Period to upload Receipts or enter Bonus Codes.

- A) UPLOAD RECEIPT:** During the Promotion Period, participants may upload images of valid purchase receipts ("Receipts") showing the purchase of any Cheerwine product. Eligible Receipts must clearly show the purchase of a Cheerwine product made during the Promotion Period. Each valid Receipt uploaded will be eligible for an Instant Prize. See Table 2: Instant Win Prizes and Discounts, below, for details. See Rule 5, NOTIFICATION AND REDEMPTION, for details on how to redeem. Each valid Receipt upload will receive ten (10) Ballots. Participants may allocate one (1) or more Ballots toward one (1) or more available sweepstakes prize drawings, as outlined in Table 1: Schedule of Sweepstakes Drawings and Prizes, below. Once Ballot allocation is completed and the submission is finalized, the participant will be entered into the selected prize drawing(s). **All Receipts must be uploaded no later than 11:59:59 PM. ET on August 15, 2026.** Limit fifty-six (56) Receipt uploads per participant during the Promotion Period. Maximum five (5) Receipt uploads per day.

**NO PURCHASE NECESSARY ENTRY:** Participants may obtain one (1) Entry eligible for an Instant Prize and ten (10) Ballots, without making a purchase, by mailing a handwritten 3" x 5" card containing their full name, email address, mailing address, and telephone number to: "Cheerwine 2026 Summer Promotion No

Purchase Request, 600 Main Street, #300, Tonawanda, NY 14151-0888". Mail-in requests must be received by August 14, 2026. Limit one (1) request per participant per day during the Promotion Period and one (1) request per outer mailing envelope. Total fifty-six (56) no purchase requests per participant during the Promotion Period. No mechanically reproduced or computer-generated requests are permitted. Mail-in requests will not be returned. No purchase Entries will be sent to the email address included in the request.

**B) BONUS CODES:** During the Promotion Period, the Promotion Sponsor, Prize Partners, and affiliated promotional partners may distribute Bonus Codes through various communication channels, including but not limited to Facebook, Instagram, TikTok, email communications, advertisements, and other promotional materials. To enter a Bonus Code, visit [www.cheerwinesummer.com](http://www.cheerwinesummer.com) and follow the instructions to enter a valid Bonus Code. Each Bonus Code may only be entered once per registered participant. Upon successful entry of a Bonus Code, participants will be eligible for an Instant Prize. See Table 2: Instant Win Prizes and Discounts, below, for details. See Rule 5, NOTIFICATION AND REDEMPTION, for details on how to redeem. **All Bonus Codes must be entered no later than 11:59:59 PM ET on August 15, 2026.**

**4) PRIZES:**

**A)** The following sweepstakes prizes are available:

**Table 1: Schedule of Sweepstakes Drawings and Prizes:**

Prize	Quantity Available	Approximate Retail Value	Drawing Date
i) Grand Prize Chetola Resort Vacation	1	\$3,120.00	Tuesday, August 18, 2026
ii) Restaurant Gift Card Bundle	1	\$1,597.00	Tuesday, August 18, 2026
iii) Pro Sports Ticket Bundle	1	\$1,146.00	Tuesday, August 18, 2026
iv) Grill Master Bundle	1	\$1,467.00	Tuesday, August 18, 2026

For each sweepstakes prize, one (1) potential winner will be randomly selected from among all eligible Ballots allocated to the applicable prize drawing prior to the applicable drawing date. All drawings will be conducted by the Administrators, WSP International Limited, at their offices located in Markham, Ontario, Canada, at approximately 11:00:00 a.m. ET on August 18, 2026.

**Additional Sweepstakes Prize Information:**

**i) Grand Prize Chetola Resort Vacation:** The prize consists of a five (5) day / four (4) night stay for four (4) people at Chetola Resort in Blowing Rock, North Carolina ("Grand Prize"). Blackout dates and resort restrictions may apply.

Prize includes:

- Five (5) days / four (4) nights resort accommodations for four (4) people;
- One (1) dinner for four (4) at Timberlake’s Restaurant and Pub;
- Breakfast each morning for four (4) at Timberlake’s Restaurant and Pub;
- One (1) \$100 gift certificate redeemable at the Chetola Resort spa (advance reservations required), resort gift shop, or other eligible on-property services;
- Access to available Chetola Resort amenities during the stay;
- Four (4) admission tickets to Tweetsie Railroad, valid during regular daytime operating dates through November 1, 2026. Tickets are not valid for Day Out With Thomas (June 12–21, 2026), Ghost Train®, or Tweetsie Christmas® events. Tickets may not be upgraded, resold, refunded, or exchanged;
- Four (4) admission tickets to Grandfather Mountain;
- Four (4) admission tickets to The Blowing Rock attraction; and
- A Cheerwine prize package consisting of: four (4) Cheerwine 12-pack coupons, four (4) Cheerwine beach towels, four (4) Cheerwine coffee mugs or glass tumblers, four (4) Cheerwine coozies, four (4) Cheerwine lip balms, one (1) Cheerwine soft cooler, and one (1) Cheerwine tote bag.

**RESTRICTIONS:** Winner’s guests must be the age of majority in the state or province in which they reside, except that a guest may be a minor if the winner is the parent or legal guardian of such minor. The winner must execute all required documents on behalf of any eligible minor guest. The Grand Prize does not include transportation to or from the destination, travel insurance, gratuities, taxes, personal expenses, or any other expenses not specifically described herein. Resort accommodations and activities are subject to availability at the time of booking. The Grand Prize is non-transferable and may not be substituted or redeemed for cash, except at the sole discretion of the Promotion Sponsor, who reserves the right to substitute the Grand Prize, or any portion thereof, with a prize of equal or greater value if the advertised Grand Prize becomes unavailable for any reason. No compensation will be provided for any unused portion of the Grand Prize, and any unused portion shall be forfeited. The Grand Prize trip must be completed by August 30, 2027, or the Grand Prize will be forfeited in its entirety. No extensions will be granted. The Grand Prize may only be used in connection with this Promotion.

**ii) Restaurant Gift Card Bundle:** Consists of a collection of thirty-one (31) \$50 gift cards to a variety of participating Cheerwine partner restaurants located throughout the southern United States, together with a Cheerwine promotional merchandise package consisting of: two (2) Cheerwine 12-pack coupons, two (2) Cheerwine coozies, one (1) Cheerwine drawstring bag, one (1) Cheerwine license plate, and two (2) Cheerwine decals (one (1) of each design).

**iii) Pro Sports Ticket Bundle:** Consists of four (4) tickets to a designated Atlanta Braves regular season home game during the 2026 Major League Baseball season and four (4) tickets to a designated Charlotte Hornets regular season home game during the 2026–2027 NBA season, together with a Cheerwine promotional merchandise package consisting of: four (4) Cheerwine can coolies, four (4) Cheerwine hats, one (1) Cheerwine drawstring bag, two (2) Cheerwine decals (one (1) of each style), and two (2) Cheerwine 12-pack coupons.

Major League Baseball, the Atlanta Braves, the National Basketball Association, and the Charlotte Hornets are not sponsors of, affiliated with, endorsed by, or otherwise associated with this Promotion in any way.

**iv) Grill Master Bundle:** Consists of one (1) 36” Blackstone Griddle Air Fryer Combo package complete with griddle cover, professional tool kit, assorted seasonings; (1) one Cackalacky product package containing one-gallon jug of Cackalacky Cheerwine Sweet Sauce, ball cap, 12 oz. tin of Cackalacky Spiced Nuts, 12 oz. tin of Cackalacky Beer-B-Q Nuts, Official Cackalacky decal, six (6) 1.5 oz. dipping sauce cups, Cackalacky® T-shirt, and Cackalacky® disc golf putter; (1) Carolina Packers Bright Leaf product package containing one lb. of Bright Leaf hot dogs, one lb. of Bright Leaf Red Hots, three lb. Bright Leaf bologna, 16 oz. Bright Leaf smoked sausage, 15 oz. Bright Leaf chili, two oz. package of Bright Leaf bacon, two oz. package of Bright Leaf beef jerky, Bright Leaf lunchbox, Bright Leaf hat; and a Cheerwine promotional merchandise package consisting of: bottle of Cheerwine syrup, Cheerwine hat, two Cheerwine decals (one of each style), and two Cheerwine 12-pack coupons.

**B)** The following Instant Prizes are available:

**Table 2: Instant Win Prizes and Discounts: Available in an estimated 19,114 Entries.**

Prize	Type	Approximate Retail Value	Quantity Available	Odds to Receive
<b>INSTANT DISCOUNTS:</b>				
\$1 Off Cheerwine Coupon	Cheerwine Savings Coupon	\$1.00	12,000	1 in 2
Cheerwine 20 oz Coupon	Cheerwine Savings Coupon	\$2.69	3,000	1 in 7
Cheerwine 12-pack coupon	Cheerwine Savings Coupon	\$9.99	50	1 in 383
10% off Cheerwine Webstore Purchase	Webstore Discount	\$3.00	2,000	1 in 10
\$5 Off Cheerwine Webstore Purchase (with the purchase of \$20+)	Webstore Discount	\$5.00	1,000	1 in 20
Biscuitville BOGO Biscuit Coupons	Gift Cards or Vouchers	\$3.50	50	1 in 383
<b>INSTANT PRIZES:</b>				
Cheerwine Logo Decal	Cheerwine Product	\$2.00	200	1 in 96
Cheerwine Cheer Bottles Decal	Cheerwine Product	\$2.50	200	1 in 96
Cheerwine Coozie	Cheerwine Product	\$4.50	100	1 in 192

Cheerwine set of 3 Pens	Cheerwine Product	\$7.00	25	1 in 765
Cheerwine set of 3 Pencils	Cheerwine Product	\$5.00	25	1 in 765
Cheerwine License Plate	Cheerwine Product	\$6.00	25	1 in 765
Cheerwine Drawstring Bag	Cheerwine Product	\$8.00	25	1 in 765
Cheerwine Lanyard	Cheerwine Product	\$5.50	25	1 in 765
Cheerwine Bandana	Cheerwine Product	\$10.00	25	1 in 765
Cheerwine T-Shirt	Cheerwine Product	\$25.00	20	1 in 956
Cheerwine Syrup	Cheerwine Product	\$8.00	20	1 in 956
Cheerwine Hat	Cheerwine Product	\$24.00	20	1 in 956
pair Cheerwine Socks	Cheerwine Product	\$20.00	20	1 in 956
Cheerwine Tote Bag	Cheerwine Product	\$18.00	20	1 in 956
Cheerwine Coffee Mug	Cheerwine Product	\$10.00	20	1 in 956
Cheerwine Beach Towel	Cheerwine Product	\$25.00	2	1 in 9,557
Cheerwine Sweatshirt	Cheerwine Product	\$40.00	2	1 in 9,557
Cheerwine Beanie	Cheerwine Product	\$26.00	20	1 in 956
Cheerwine Soft Cooler	Cheerwine Product	\$26.00	2	1 in 9,557
Cheerwine Metal Bottle Cap Sign	Cheerwine Product	\$35.00	2	1 in 9,557
Cheerwine Round Clock	Cheerwine Product	\$32.00	2	1 in 9,557
Goo Goo Clusters 3-ct Box	Product	\$8.00	20	1 in 956
Mast General Cheerwine Chocolate Bar	Product	\$3.50	20	1 in 956
Mast General Cheerwine Chocolate Float Bar	Product	\$3.50	20	1 in 956
Cackalacky Cheerwine Sweet Sauce Jar	Product	\$7.95	20	1 in 956
Mt. Olive 6-jar Traditional Variety Pack	Product	\$30.00	10	1 in 1,912
Mt. Olive Pickle Jar Pet Toy	Product	\$12.00	12	1 in 1,593
Mt. Olive Richardson Snap-back Hat	Product	\$15.00	12	1 in 1,593
Mt. Olive Logo T-shirt	Product	\$12.00	12	1 in 1,593
Bojangles Gift Card (\$5)	Gift Cards or Vouchers	\$5.00	10	1 in 1,912
Biscuitville Gift Card (\$10)	Gift Cards or Vouchers	\$10.00	10	1 in 1,912
Cook Out Tray Coupon(s)	Gift Cards or Vouchers	\$8.00	10	1 in 1,912
4 Rivers Smokehouse	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Al's Burger Shack	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Benny Pennellos	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Chubby's Taco	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Clyde Cooper's BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Corbetts Burgers	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Heavy's Barburger	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Home Team BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Hursey's Bar-B-Q	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Jack's Cosmic Dogs	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
JON G'S BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Lewis BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Lexington BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Luella's BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Martin's BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Melvins BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Midwood Smokehouse	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Pigman's BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Pinky's Westside Grill	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Poogan's Smokehouse	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Red Neck BBQ Lab	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Rocky's Hot Chicken Shack	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Sam Jones BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Skylight Inn BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Smoke Pit	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Stamey's BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Sweet Lew's BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
Swig & Swine BBQ	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
The Butcher's Market	Gift Cards or Vouchers	\$25.00	2	1 in 9,557
<b>TOTAL INSTANT PRIZES AND DISCOUNTS</b>			<b>19,114</b>	<b>1 in 1</b>

Instant Prize odds are based on the estimated number of Entries expected to be received during the Promotion Period and are while supplies last. Actual odds of receiving an Instant Prize will depend on the total number of eligible Receipts and Bonus Code Entries received and may vary throughout the Promotion Period. The Promotion Sponsor reserves the right to modify the odds if actual participation levels differ from estimates.

#### **Additional Instant Prize Information:**

##### **Cheerwine Savings Coupons:**

**\$1 Off Cheerwine Coupon:** Prize will be issued as a Cheerwine Savings Coupon (“digital print-at-home coupon”) valued at \$1.00 off any package of Cheerwine or Cheerwine Zero Sugar, redeemable at participating retail stores. Limit five (5) per participant for the Promotion Period. **Free Cheerwine 20 oz Coupon:** Prize will be issued as a Cheerwine Savings Coupon (“digital print-at-home coupon”) valued at \$2.69 for a free Cheerwine or Cheerwine Zero Sugar 20 oz, redeemable at participating retail stores. Limit five (5) per participant for the Promotion Period. **Cheerwine 12-pack Coupon:** Prize will be issued as a Cheerwine Savings Coupon valued at \$9.99 for a free 12-pack of Cheerwine or Cheerwine Zero Sugar 12 ounce cans, mailed directly to winner and redeemable at participating retail stores. Limit five (5) per participant for the Promotion Period. The Cheerwine Savings Coupon is valid for in-store redemption only, is not redeemable online, has no cash value, and will not be substituted, replaced, transferred, exchanged, or redeemed for cash.

**Webstore Discount:** Prize will be issued as a discount code for the Cheerwine Webstore. Additional terms and conditions may apply. See the promotional code details and <https://store.cheerwine.com/> for complete information.

**Cheerwine Product / Product:** Cheerwine product and product prizes will be awarded in the form of physical products and/or merchandise, shipped to the winner’s mailing address provided at the time of winner verification. Winners are solely responsible for providing a valid shipping address. The Promotion Sponsor is not responsible for lost, delayed, misdirected, damaged, stolen, or undeliverable shipments. All product prizes are subject to availability and may be substituted with products of equal or greater value at the sole discretion of the Promotion Sponsor.

**Gift Cards or Vouchers:** Prizes will be awarded as Gift cards, promotional cards, digital gift codes, and/or vouchers, and are subject to the terms, conditions, fees, expiration policies, and redemption requirements established by the issuing merchant or provider. Unless otherwise stated, gift cards and vouchers are not redeemable for cash and may not be replaced if lost, stolen, damaged, or expired. The Promotion Sponsor is not responsible for any restrictions, limitations, or cancellations imposed by the issuing merchant or provider.

**General Prize information:** All prizes are subject to availability. The Promotion Sponsor reserves the right, in its sole and absolute discretion, to substitute any prize, or any portion thereof, with a prize of equal or greater retail value if the advertised prize, or any portion thereof, becomes unavailable for any reason, including but not limited to unavailability, cancellation, supply shortages, scheduling conflicts, or circumstances beyond the reasonable control of the Promotion Sponsor. No substitution, transfer, assignment, or cash redemption of any prize by a winner will be permitted except at the sole discretion of the Promotion Sponsor.

#### **5) NOTIFICATION AND REDEMPTION:**

**A) For Sweepstakes Prizes:** If you have been drawn as a potential winner for any of the sweepstakes prizes as described herein, the Promotion Sponsor or Administrators will contact you via email or other contact information you provided during registration for the Promotion. If the selected potential winner does not respond to the Promotion Sponsor’s or Administrators’ notification within seven (7) days of the prize notification, and if the Promotion Sponsor or Administrators has made two (2) separate contact attempts, the potential winner will be disqualified, and a new potential winner may be selected from among the remaining eligible entries.

As a condition of awarding any Promotion prize, winner must sign and return, within five (5) days of receipt, the Promotion Sponsor's Release Form, confirming compliance with these Official Rules and releasing the Promotion Sponsor and Administrators, each of their respective affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Promotion or the acceptance, possession or use/misuse of the prize (or any portion thereof). The winner must also provide proof of identity to a valid representative of the Promotion Sponsor or Administrators. If a potential winner fails to return the required documents and provide proof of identity in accordance with these Rules or is found to have violated the rules of the Promotion in any way, or if any prize or prize notification from the Promotion Sponsor is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. In the case of forfeiting, the Promotion Sponsor may hold a random drawing to select an alternate prize winner.

You are not a winner until your submission or online claim has been verified and your eligibility confirmed by the Administrator. Once verified, prizes will be shipped prepaid to the winner's valid disclosed address unless otherwise stated herein. Some prizes may involve multiple shipments from various locations. Allow approximately four (4) to six (6) weeks for shipment of prizes following verification.

Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared the official winners of the Promotion.

**B) For Instant Prizes:** If you have revealed an instant win prize or discount for any of the Instant Prizes as described herein, you will be presented with a 'Redeem Now' link.

**i) For Cheerwine Savings Coupons:** Your redemption link will present you with your digital print-at-home coupon. Follow instructions on the coupon to print and redeem at a participating retail store.

**ii) For Webstore Discounts:** Your redemption link will present you with a discount code for the Cheerwine Webstore. Follow instructions to redeem at <https://store.cheerwine.com>.

**iii) For Cheerwine Product / Gift Cards or Vouchers Prizes:** By following the 'Redeem Now' link, you will be presented with the Promotion Sponsor's Release Form, which confirms compliance with these Official Rules and releasing the Promotion Sponsor and Administrators, each of their respective affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Promotion or the acceptance, possession or use/misuse of the prize (or any portion thereof). Once verified, prizes will be shipped prepaid to the winner's valid disclosed address unless otherwise stated herein. Allow approximately four (4) to six (6) weeks for shipment of prizes following verification. If a potential winner fails to return the required documents during the Promotion Period, in accordance with these Rules or is found to have violated the rules of the Promotion in any way, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. You are not a winner until your submission or online claim has been verified and your eligibility confirmed by the Administrators. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared the official winners of the Promotion.

**6) ODDS:** Odds of winning any sweepstakes prize depend upon the number of eligible entries received for that prize prior to any prize selection. Odds of receiving an Instant Win prize or discount are outlined in Table 2: Instant Win Prizes and Discounts.

**7) LIST OF WINNERS/COPY OF RULES:** The name of the prize winners and a copy of the complete Official Rules are available by sending a self-addressed, stamped envelope to "Cheerwine Promotion, 600 Main Street, #300, Tonawanda, NY 14151-0888", before December 31, 2026. Please specify "Rules" and/or "Winners' List" with your request. Vermont residents may omit return postage.

**8) PUBLICITY:** Acceptance of a prize constitutes permission for the Promotion Sponsor or Administrators to use the

winner's name, likeness, voice and/or comments for advertising, trade, or promotional purposes worldwide in commerce and in any media without limitation or additional compensation unless prohibited by law. The name of the Promotion prize winner may be published in the Promotion Sponsor's media or websites following verification of prize winner.

**9) RESTRICTIONS:** The following are prohibited and will result in automatic disqualification from the Promotion: (1) using any method that artificially increases odds of winning; (2) non-compliance with these Official Rules; and (3) any other act which the Promotion Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the Promotion.

**10) PRIVACY:** By participating in the Promotion, participants agree to the collection, use, and disclosure of their personal information by the Promotion Sponsor and Administrators for the purposes of administering the Promotion, verifying eligibility, prize fulfillment, winner notification, fraud prevention, internal market research, and as otherwise described in these Official Rules and the Promotion Sponsor's Privacy Policy available at: <https://cheerwine.com/privacy/>.

The Promotion Sponsor and Administrators will not sell, rent, or disclose personal information to unaffiliated third parties except:

- where the participant has provided consent;
- where disclosure is required or permitted by applicable law, regulation, legal process, or governmental request;
- to affiliated entities, contractors, service providers, fulfillment providers, promotional agencies, professional advisors, and technology vendors assisting in the administration of the Promotion, provided such parties are obligated to maintain the confidentiality and security of the personal information and use it solely for purposes related to the Promotion;
- to investigate, prevent, or take action regarding suspected fraud, security issues, violations of these Official Rules, or illegal activity; or
- in connection with a corporate transaction, including a merger, acquisition, or sale of assets.

The Promotion Sponsor may use aggregated and anonymized information derived from Promotion participation for analytical, statistical, research, marketing, and reporting purposes. Such aggregated information will not identify any individual participant.

This Promotion is offered only in the contiguous United States, excluding the states of California, New York, and Rhode Island, and is void where prohibited by law. Residents of California, New York, and Rhode Island are not eligible to participate in the Promotion.

Participants may have certain rights regarding their personal information under applicable privacy laws, including rights to access, correct, delete, or restrict the use of their personal information, subject to legal limitations and exemptions. Requests regarding personal information may be submitted in accordance with the Promotion Sponsor's Privacy Policy.

By participating in the Promotion, participants acknowledge and agree that their personal information may be processed and stored in the United States and Canada for purposes related to the administration of the Promotion.

**11) DISPUTES:** Except where prohibited, each participant and winner agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Central District of North Carolina or the appropriate State Court located in North Carolina; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Promotion, but in no event attorneys' fees; and (3) under no circumstances will any participant or winner be permitted to obtain awards for, and each participant and winner hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for 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 the participant or winner, as the case may be, and Promotion Sponsor in connection with the Promotion, shall be governed by, and construed in

accordance with, the laws of the State of North Carolina, without giving effect to any choice of law or conflict of law rules (whether of the State of North Carolina or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of North Carolina.

**12) GENERAL TERMS AND CONDITIONS:** Participation in the Promotion constitutes each entrant's ("you" or "your") full and unconditional agreement to these Official Rules and to the decisions of the Promotion Sponsor, which are final and binding in all matters relating to the Promotion. This Promotion is valid only in the jurisdictions specified in these Official Rules and is void where prohibited by law. The Promotion is subject to all applicable federal, state, and local laws and regulations. The Promotion Sponsor reserves the right, in its sole discretion, to cancel, suspend, terminate, modify, or amend the Promotion or these Official Rules at any time and for any reason, including if fraud, technical failures, or any other factor impairs the integrity or proper functioning of the Promotion, as determined by the Promotion Sponsor in its sole discretion. Unless otherwise expressly stated herein, all federal, state, provincial, local, and other taxes, fees, costs, and expenses associated with the acceptance and use of any prize are the sole responsibility of the applicable prize winner. The Promotion Sponsor and Administrators make no representations or warranties of any kind regarding any prize awarded in connection with the Promotion. By participating in the Promotion, each entrant agrees to release, indemnify, defend, and hold harmless the Promotion Sponsor, Prize suppliers, Administrators, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotional agencies, fulfillment agencies, legal advisors, and each of their respective officers, directors, shareholders, employees, agents, representatives, successors, and assigns (collectively, the "Released Parties") from and against any and all claims, damages, liabilities, losses, costs, or expenses arising out of or relating to participation in the Promotion or the acceptance, possession, use, misuse, or non-use of any prize, including without limitation claims for personal injury, death, property damage, rights of publicity, defamation, or invasion of privacy. All entries, submissions, and prize claims become the property of the Promotion Sponsor and will not be acknowledged or returned.

The Released Parties are not responsible for any injury, loss, or damage of any kind resulting from participation in the Promotion or from acceptance, possession, use, or misuse of any prize. The Released Parties are not responsible for: (i) lost, late, stolen, damaged, delayed, incomplete, illegible, misdirected, postage-due, garbled, corrupted, or undeliverable entries, prize claims, mail, email, transmissions, or communications of any kind; (ii) interrupted, unavailable, or defective networks, servers, internet service providers, websites, systems, software, hardware, mobile devices, or telephone networks, or other technical malfunctions or failures of any kind; (iii) unauthorized human intervention in any part of the entry process or the Promotion; (iv) technical or human error that may occur in the administration of the Promotion or the processing of entries; (v) any injury or damage to persons or property, including damage to a participant's computer, mobile device, or other equipment arising from participation in the Promotion; or (vi) any entries submitted in a manner not expressly permitted under these Official Rules. Any attempt by any person to deliberately damage any website, compromise the legitimate operation of the Promotion, or undermine the fair and lawful operation of the Promotion may constitute a violation of criminal and civil laws. Should such an attempt be made, the Promotion Sponsor reserves the right to seek damages and other remedies to the fullest extent permitted by law.

If, for any reason, the Promotion cannot be conducted as planned due to causes beyond the reasonable control of the Promotion Sponsor, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, force majeure events, or other causes that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Promotion, the Promotion Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, suspend, or otherwise administer the Promotion in a manner deemed fair and appropriate by the Promotion Sponsor.

The Promotion is in no way sponsored, endorsed, or administered by, or associated with Facebook, Instagram, or TikTok.

All properly claimed prizes will be awarded. The total approximate retail value of all available prizes \$15,560.50. The total approximate retail value of all available discounts is \$31,744.50.

**Promotion Sponsor:** Carolina Beverage Corporation, Salisbury, NC 28146.

**Promotion Administrators:**

The Padgett Smith Project, Charleston, SC 29422

WSP International Limited, Markham, Ontario, L3R 6H3.