

## **LACTANTIA – DELICIOUS MOMENTS CONTEST OFFICIAL RULES AND REGULATIONS (“OFFICIAL RULES”)**

NO PURCHASE NECESSARY.

The “Delicious Moments” Contest (the “Contest”) is sponsored by Lactalis Canada Inc. (the “Sponsor”). The Contest starts on May 3, 2026, at 11:59 p.m. (ET), (the “Contest Opening Date”). The Contest closes on June 28, 2026, at 11:59 p.m. (ET) (the “Contest Closing Date”). The “Contest Period” runs from the Contest Opening Date to the Contest Closing Date.

### **1. ELIGIBILITY**

The Contest is open to Canadian residents who are over the age of majority in their province/territory of residence and located in Canada at the time of entry.

All entrants 18 years of age and older who are under the age of majority in their province or territory of residence require parental consent to participate in the Contest. Subject to the age limitation provided above, entrants who are under the age of majority in their province of residence at the date of entry are still eligible to enter the Contest and win a Prize, provided that the parent or legal guardian of the entrant accepts the Prize and the terms and conditions hereof for and on behalf of such entrant and, if applicable, completes the required Declaration and Release Form (as further outlined below). Each entrant who is under the age of majority will be required to provide the contact email address and telephone number of their parent or legal guardian upon winning.

The Contest is not open to the Sponsor or its parents, related and affiliated companies, advertising and promotional agencies, or employees, officers, directors, representatives, agents, successors, or assignees thereof (collectively the “Contest Group”), or any persons residing in the same household with members of the Contest Group. By entering the Contest, entrants agree to abide by these Official Rules and all decisions of the Sponsor, which shall be final and binding on all entrants in all matters pertaining to the Contest. The Contest is governed by Canadian law and is subject to all applicable federal, provincial, and territorial laws and regulations. The Contest is void where prohibited by law.

### **2. HOW TO ENTER**

**Limit: One (1) entry per person or household per week during the Contest Period, regardless of the method of entry.**

**WITH PURCHASE:** One method for a chance to win the Prize is to purchase at least (1) participating Lactantia product (see section 7 below for participating products), retain the purchase receipt and complete the entry form found at [www.lactantia.ca/contest](http://www.lactantia.ca/contest) (the “website”). The purchase receipt must be photographed and uploaded so that the purchase date and the participating product are clearly visible.

To obtain one (1) entry for a chance to receive the Prize, the entrant must:

- i. Complete the online entry form, by entering all required information (name, valid email address, telephone number, province of residence, date of birth, etc.); and
- ii. Upload a photo of the purchase receipt (“Entry”).

- iii. Signify your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the “Rules”).

You must have a valid email and phone number to enter the Contest. Only one (1) email address and one (1) telephone number may be used by any person to enter the Contest. Proof of sending an online Entry is not proof of receipt by the Sponsor.

Only one (1) entry per valid purchase receipt is permitted regardless of the number of participating products on that single valid purchase receipt.

**Limit of one (1) Entry per Eligible Receipt, per person or household per week during the Contest Period.**

**WITHOUT PURCHASE:** To participate in the Contest without purchase, entrants may take a photo of a delicious moment featuring their favourite Lactantia product and share it. To participate without purchase, visit the website and follow the procedure described above, omitting the requirement to upload a purchase receipt, and instead upload a photo of your delicious Lactantia moment in the section provided for this purpose.

**Submission of a photo will result in a total of one (1) Entry. Limit of one (1) photo per person or household per week during the Contest Period.**

If any entrant attempts to obtain more than the permissible number of entries (with or without purchase) or for any other reason, the Sponsor may, in its sole and absolute discretion, disqualify the entrant from the Contest and disqualify all of that entrant’s entries.

Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled, or mechanically or electronically reproduced. Should it be discovered that an entrant is using the aid of computer software programs to auto-fill entries in an unauthorized manner, that entrant will be immediately disqualified from the Contest. The Sponsor reserves the right to disqualify all such entrants from future contests conducted by the Sponsor without further notice.

### **3. PRIZE**

**PRIZE:** There are five (5) Prizes available to be won by random draw, each consisting of one (1) Thermomix® TM7™ cooking robot, one (1) Jura xBloom Studio XBFW02A02 Espresso machine and one (1) Le Creuset® Dutch oven set (ARV: \$4,000 CAD). The Prize must be accepted as awarded and is not transferable, refundable, or redeemable for cash. No substitutions are permitted except at the Sponsor’s option.

**Odds of winning:** The odds of winning one (1) of the five (5) Prizes depend on the total number of eligible entries during the Contest Period.

The Sponsor reserves the right, in the event that the Prize, or any component of the Prize, cannot be awarded as described for any reason, to substitute the same for another prize or component of equal or greater value without liability.

#### **4. PRIZE DRAW**

A random draw to award the five (5) Prizes will be held on Tuesday, June 30, 2026, at 12:00 p.m. (ET) in Montreal, Quebec by CRI Agence, located at 85 St-Paul Street W., Montreal, QC H2Y 3V4. The five (5) winners will be selected from all eligible entries received by the Contest Closing Date.

Three (3) attempts will be made to contact the selected entrant at the email address and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET during a period of seven (7) days following the draw. If the selected entrant cannot be contacted within seven (7) days, by either email or phone, they will be considered to have forfeited the Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries, at Sponsor's discretion. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

#### **5. CLAIMING YOUR PRIZE**

The Prize claim is subject to verification. The selected entrant (or their parent or legal guardian if the selected entrant is under the age of majority in their province or territory of residence) will be required to sign a Declaration and Release Form confirming compliance with the Official Rules, acceptance of the Prize as awarded (without substitution), providing the correct answer to a mathematical skill-testing question (without assistance of any kind, whether mechanical or otherwise), and releasing the Sponsor, the Contest Group, the independent contest organization, and each of their respective shareholders, directors, officers, employees, agents, representatives, parents, subsidiaries, affiliated and related companies, and successors (collectively, the "Released Parties") from any liability in connection with the Prize or the Contest (the "Release Form").

The selected entrant will have seven (7) days to complete and return the Release Form in accordance with the instructions contained therein, or he or she will be disqualified from receiving the Prize and another entrant may be selected from the remaining eligible entrants until such time as a winner is chosen or there are no more eligible entrants, whichever comes first. The Sponsor will contact the Prize winner within thirty (30) days of receiving their signed Release Form to arrange for the delivery of the Prize.

The Sponsor will not be responsible for failed attempts to contact a selected entrant. Return or refusal of any prize, inability to reach selected entrant or failure of selected entrant to provide proof of eligibility (if requested), failure to return a duly completed Release Form within the set deadline, failure to correctly answer the mathematical skill-testing question within the set deadline, or other non-compliance with these Official Rules may result in disqualification and forfeiture of the prize. The Sponsor is not responsible for any change of e-mail address, mailing address and/or telephone number by entrants.

#### **6. GENERAL**

##### **Official Rules govern**

In the event of a conflict between the Official Rules and any instructions or interpretation of these Official Rules given by an employee of the Sponsor regarding the Contest, these rules shall

prevail. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials including, but not limited to, the registration form, point of sale, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

### **Indemnification**

By submitting an entry into this Contest, each entrant confirms their understanding of and compliance with these Official Rules. Each entrant hereby releases and holds the Released Parties harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Official Rules, or in any Prize-related activity, including, but not limited to, computer viruses that the entrant or their household members may come into contact with through their participation in the Contest. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest, without any limitation whatsoever.

### **Limitation of liability**

Incomplete entries, damaged entries, illegible entries or entries received after the Contest Closing Date will not be accepted. The Released Parties take no responsibility for lost, stolen, misdirected, damaged, illegible or late entries, which for any reason are not received before the Contest Closing Date, or for printing, distribution or production errors.

None of the Released Parties assumes any responsibility for any problems or technical malfunctions of or relating to any telephone network or lines, unavailable network connections, failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications (regardless of whether caused by the sender or by any of the equipment or programming associated with or utilized in this Contest), human error in the processing of entries in this Contest, computer online systems or servers, computer software problems, traffic congestion on the Internet or at any website, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of any Prize or in any Contest-related materials; nor will any of the Released Parties assume any responsibility for any damage to an entrant's or any person's computer or for breaches of privacy due to interference by third party computer "hackers" arising as a result of participating in this Contest.

For avoidance of doubt, none of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to an entrant's or any other person's computer equipment resulting from an entrant's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of any website. Without limiting the foregoing, everything on any website is provided "as is" without any 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. Furthermore, none of the Released Parties assumes any liability for any additional aspects of the Contest.

### **Contest administration**

All entries are the property of the Sponsor and none shall be returned. All decisions regarding the Contest remain with the Sponsor. In addition, the Sponsor reserves the right, at its sole discretion, to modify, cancel, suspend and/or terminate any or all parts of the Contest for any reason.

The Sponsor reserves the right, at its sole discretion, to disqualify any individual that it finds to be in violation of these Official Rules. The Sponsor reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Any attempt to tamper with the entry process, interfere with these Official Rules, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of criminal and civil laws, and the Sponsor reserves the right to seek damages and/or other relief (including attorneys' fees) from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying entrants from this and future contests held by the Sponsor. At its sole discretion, the Sponsor may disqualify any person who acts in any manner to threaten, abuse or harass another person and may suspend or void all such person's associated entries. The Sponsor reserves the right, at its sole discretion, to terminate or suspend the Contest should fraud, computer viruses, programming bugs, or other reasons beyond the control of the Sponsor compromise the security, proper running, operation, or administration of the Contest.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the Authorized Account Holder in whose name the email account is registered, provided that person meets all eligibility criteria of this Contest. "Authorized Account Holder" shall mean the natural person assigned an email address and/or telephone number, by an Internet access provider, online service provider, telephone service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address.

For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the RACJ. Any litigation respecting the awarding of a prize may be submitted to the RACJ only for the purposes of helping the parties reach a settlement.

### **Privacy and publicity rights**

By accepting a Prize, each selected entrant agrees to allow the Contest Group and/or the Contest Group's designees the perpetual right to use their name, biographical information, image, photos and/or likeness and statements for programming, promotion, trade, commercials, advertising and publicity purposes, at any time, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

The Contest Group respects your right to privacy. Personal information collected from entrants will only be used by the Contest Group to administer the Contest and, only if consent is actively given at the time of entry, to provide entrants with information regarding upcoming promotions and/or events, product news or special offers from the Contest Group. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please refer to the Sponsor's privacy policy, available at [www.lactalis.ca/privacy](http://www.lactalis.ca/privacy).

### **Terms of Use and consent**

By submitting your participation, you confirm your consent to the use of the content you have submitted by Lactantia and its partners. This authorization includes the right to reproduce, publish, communicate, adapt, modify, translate, and use the content without restriction, on all current or future platforms and media, for commercial or non-commercial purposes. You also agree to automatically transfer to Lactalis Canada Inc., without additional compensation, all intellectual property rights related to the submitted content, including copyright.

You expressly waive the exercise of your moral rights over this content, including the right to the integrity of the work and the right to anonymity or attribution, to the extent permitted by law.

Furthermore, you agree that your personal data may be collected and stored for the purposes of this operation until the end of the current year, after which it will be destroyed. The submission of your claim and the receipt of any reward are conditional upon accepting both of these conditions.

### **Governing law & other general provisions**

The Contest is subject to applicable federal, provincial and territorial laws and regulations. The Official Rules are subject to change without notice in order to comply with any applicable federal, provincial and territorial laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules or the rights and obligations between an entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario, including procedural provisions, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

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

In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, as applicable, the English version shall prevail, govern and control.

## **7. PARTICIPATING PRODUCTS**

<b>UPC</b>	<b>DESCRIPTION</b>	<b>SIZE</b>
6820046658	LACTANTIA PURFILTRE CHOCOLATE 1%	473ML
6820046659	LACTANTIA PURFILTRE CHOCOLATE 1%	237ML
6820020085	LACTANTIA PURFILTRE CHOCOLATE 1%	6X237ML
6820046759	LACTANTIA 1% PARTLY SKIMMED CHOCOLATE	12X237ML
6820020308	LACTANTIA 10% CREAM	237ML
6820020315	LACTANTIA 10% CREAM	473ML
6820010138	LACTANTIA 10% CREAM	1.5LT
6820020266	LACTANTIA 15% COOKING CREAM	473ML
6820008032	LACTANTIA 15% CREAM	1 LT
6820020264	LACTANTIA 15% OLD FASHIONED CREAM	473ML
6820020275	LACTANTIA 15% TABLE CREAM	473ML
6820020276	LACTANTIA 15% TABLE CREAM	237ML
6820020340	LACTANTIA 18% TABLE CREAM	237ML
6820020350	LACTANTIA 18% TABLE CREAM	473ML
6820055209	LACTANTIA 2% WEST MILKETTES PORTION CUPS	1.44LT
6820020292	LACTANTIA 35% CARTON	473ML
6820001287	LACTANTIA 35% COOKING CREAM	1LT

6820020273	LACTANTIA 35% COOKING CREAM	237ML
6820020270	LACTANTIA 35% COOKING CREAM	473ML
6820000287	LACTANTIA 35% CREAM	1 LT
6820020285	LACTANTIA 35% CREAM	237ML
6820020325	LACTANTIA 35% LACTOSE FREE	473ML
6820020265	LACTANTIA 35% OLD FASHIONED	473ML
6820020311	LACTANTIA 5% COFFEE CREAM	473ML
6820020310	LACTANTIA 5% LIGHT CREAM	473ML
6820000365	LACTANTIA CHOCOLATE MILKSHAKE	400ML
6820046610	LACTANTIA CHOCOLATE MILKSHAKE	460ML
6820055199	LACTANTIA CREAMERS 10% PORTION CUPS	1.44LT
6820010139	LACTANTIA CREAMERS 18% PORTION CUPS	1.5LT
6820051124	LACTANTIA FAT FREE COFFEE CREAMER	1LT
6820000215	LACTANTIA HALF & HALF 10%	1LT
6820014001	LACTANTIA LACTOSE FREE 1% MILK	1LT
6820014844	LACTANTIA LACTOSE FREE 1% MILK	2 LT
6820014896	LACTANTIA LACTOSE FREE 1% PARTLY SKIMMED	4LT
6820046604	LACTANTIA LACTOSE FREE 1% MILK	1.5LT
6820003215	LACTANTIA LACTOSE FREE 10% CREAM	1LT
6820014842	LACTANTIA LACTOSE FREE 2% MILK	1LT
6820014843	LACTANTIA LACTOSE FREE 2% MILK	2 LT
6820014897	LACTANTIA LACTOSE FREE 2% MILK	4 LT
6820046648	LACTANTIA LACTOSE FREE 2% MILK	1.5LT
6820014840	LACTANTIA LACTOSE FREE HOMO 3.25% MILK	2LT
6820020301	LACTANTIA LACTOSE FREE HOMO 3.25% MILK	4 LT
6820046605	LACTANTIA LACTOSE FREE HOMO MILK	1.5LT
6820014845	LACTANTIA LACTOSE FREE SKIM MILK 0%	2 LT
6820014895	LACTANTIA LACTOSE FREE SKIM MILK 0%	4LT
6820055197	LACTANTIA LIGHT CREAM 5%	1LT
6820010137	LACTANTIA MILKETTE 2%	.5LT
6820046649	LACTANTIA ORGANIC 1%	1.5LT
6820046607	LACTANTIA ORGANIC 2%	1.5LT
6820046608	LACTANTIA ORGANIC 3.8%	1.5LT
6820001021	LACTANTIA PURFILTRE 1% MILK	1LT
6820001022	LACTANTIA PURFILTRE 1% MILK	2LT
6820046603	LACTANTIA PURFILTRE 1% MILK	1.5LT
6820046557	LACTANTIA PURFILTRE 1% MILK	473ML
6820001011	LACTANTIA PURFILTRE 2% MILK	1 LT
6820020071	LACTANTIA PURFILTRE 2% MILK	473ML
6820001012	LACTANTIA PURFILTRE 2% MILK	2LT
6820001014	LACTANTIA PURFILTRE 2% MILK	4LT
6820046601	LACTANTIA PURFILTRE 2% MILK	1.5LT
6820046656	LACTANTIA PURFILTRE 2% MILK	473ML
6820001004	LACTANTIA PURFILTRE 3.25% MILK	4LT

6820001001	LACTANTIA PURFILTRE HOMO	1 LT
6820001002	LACTANTIA PURFILTRE HOMO	2LT
6820020070	LACTANTIA PURFILTRE HOMO	473ML
6820046647	LACTANTIA PURFILTRE HOMO	1.5LT
6820001051	LACTANTIA PURFILTRE ORGANIC 1%	2 LT
6820001056	LACTANTIA PURFILTRE ORGANIC 1%	4LT
6820001052	LACTANTIA PURFILTRE ORGANIC 2%	2 LT
6820001057	LACTANTIA PURFILTRE ORGANIC 2%	4LT
6820012240	LACTANTIA PURFILTRE ORGANIC 3%	4LT
6820091053	LACTANTIA PURFILTRE ORGANIC 3.8%	2LT
6820001024	LACTANTIA PURFILTRE PARTLY SKIMMED 1%	4LT
6820001031	LACTANTIA PURFILTRE SKIM	1LT
6820001032	LACTANTIA PURFILTRE SKIM	2LT
6820001034	LACTANTIA PURFILTRE SKIM	4LT
6820046602	LACTANTIA PURFILTRE SKIM	1.5LT
6820011555	LACTANTIA SMART GROWTH 2% CHOCOLATE MILK	2LT
6820011554	LACTANTIA SMART GROWTH 2% MILK	2LT
6820011553	LACTANTIA SMART GROWTH HOMO 3.25% MILK	2LT
6820055158	LACTANTIA TABLE CREAM 18%	1LT
6820046531	LACTANTIA ULTRAPUR 0% SKIM	1.5LT
6820046617	LACTANTIA ULTRAPUR CHOCOLATE SUGAR REDUCD 1%	1.5LT
6820046612	LACTANTIA ULTRAPUR SUGAR REDUCED 2%	1.5LT
6820046532	LACTANTIA ULTRAPUR UTRAFILTRD 3%	1.5LT
6820000364	LACTANTIA VANILLA MILKSHAKE	400 ML
6820046655	LACTANTIA VANILLA MILKSHAKE	460ML
6609612332	LACTANTIA BUTTER 1/2 SALT COUNTRY CHURNED	454GM
6609612331	LACTANTIA BUTTER COUNTRY CHURNED SALTED	250GM
6609612330	LACTANTIA BUTTER COUNTRY CHURNED SALTED	454GM
6609612345	LACTANTIA BUTTER COUNTRY CHURNED UNSALTED	454GM
6820030043	LACTANTIA BUTTER EUROPEAN STYLE CLTRD SLTD	250GM
6820030045	LACTANTIA BUTTER EUROPEAN STYLE CLTRD UNSLTD	250GM
6609612309	LACTANTIA COUNTRY CHURNED BTTR SLTD QTRS	454GM
6609612339	LACTANTIA COUNTRY CHURNED BUTTER SALTED	125GM
6820070108	LACTANTIA HEALTHY ATTITUDE OMEGA 3	427GM
6820070117	LACTANTIA HEALTHY ATTITUDE OMEGA 3	850GM
6820030048	LACTANTIA LACTOSE FREE SALTED BUTTER	250GM
6820030019	LACTANTIA LACTOSE FREE SALTED BUTTER	454GM
6820030052	LACTANTIA LACTOSE FREE UNSALTED BUTTER	250GM
6820030018	LACTANTIA LACTOSE FREE UNSALTED BUTTER	454GM
6609630023	LACTANTIA LIGHT 25% LESS FAT BUTTER SALTED	454GM
6609612305	LACTANTIA MY COUNTRY BUTTER CULTURED UNSTD QURTS	454GM
6609612301	LACTANTIA MY COUNTRY BUTTER CLTRD UNSLT	454GM
6609695948	LACTANTIA OLIVINA SOFT NON HYDROGENATED	907GM
6820070104	LACTANTIA OLIVINA SOYA SOFT TUB	427GM

6820070112	LACTANTIA OLIVINA SOYA SOFT TUB	850GM
6820031247	LACTANTIA PARMALAT LEMON HERB BUTTER	125GM
6609612370	LACTANTIA PROVENCAL BUTTER GARLIC	125 GM
6820030121	LACTANTIA SEA SALT STICK BUTTER	454GM
6820070100	LACTANTIA SOFT SOYA GARLIC TUB	227GM
6820070106	LACTANTIA SOFT SOYA TUB	427GM
6820070114	LACTANTIA SOYA SOFT TRADITIONAL SPREAD MARGARINE	850GM
6820070121	LACTANTIA SOYA SOFT TRADITIONAL SPREAD MARGARINE	1.28KG
6609630005	LACTANTIA UNSALTED BUTTER	454GM
6609612340	LACTANTIA ANTIQUE CULTURED SALTED	454GM
6609612303	LACTANTIA MY COUNTRY BUTTER CULT UNSALTED	250GM
6609696108	LACTANTIA PLAIN BRICK	250GM
6820096200	LACTANTIA ORIGINAL SPREAD CREAM CHEESE	227GM
6820096220	LACTANTIA ORIGINAL CREAM CHEESE	227GM
6820096221	LACTANTIA HERBS & GARLIC CREAM CHEESE	227GM
6820096223	LACTANTIA CREAM CHEESE RICH CREAMY TEX MEX	227GM
6820096219	LACTANTIA CREAM CHEESE ORIGINAL	227GM
6820096217	LACTANTIA CREAM CHEESE HERB AND GARLIC	227GM
6820096300	LACTANTIA CREAM CHEESE TEX MEX	227GM

©2026 Lactalis Canada Inc. All rights reserved. Trademarks owned or used under license by Lactalis Canada Inc., Toronto ON, M9C 5J1.