

# **Global Coffee Experiences: Tokyo**

## **Official Rules - U.S.**

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

### **Eligibility:**

Global Coffee Experiences: Tokyo (the "Contest") is open only to legal residents of the 50 United States and the District of Columbia who are at least the age of majority in their state of residence (18 years old in most states, and 19 in Nebraska and Alabama) at the time of entry and who have been designated Reserve Status members of the Starbucks® Rewards loyalty program as of March 10, 2026 (herein "Entrant"). To receive the Grand Prize, Entrant must be able to submit a valid IRS Form W-9. Employees of Starbucks Corporation, including Starbucks Partners, Merkle Inc., and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible.

### **Agreement to Official Rules; Entrants Will Be Disqualified for Violations:**

Participation in this Contest constitutes Entrant's full and unconditional agreement to these official rules ("Official Rules") and Sponsor's and Administrator's decisions, which are final and binding in all matters related to this Contest. The Contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Winning a prize is contingent upon fulfilling all requirements set forth herein. In the event there is a discrepancy or inconsistency between any statements contained in any Contest-related materials and the Official Rules as posted on the Promotion Site (defined below in the "How to Enter" Section), the Official Rules posted on the Promotion Site shall prevail, govern, and control.

Entrants agree that they may not use or attempt to use any method to obtain more than the stated number of permissible entries using robotic, automatic, programmed, or any other means, including but not limited to using multiple/different email addresses, identities, Starbucks Rewards accounts ("Accounts"), registrations and logins or any other methods. Violation of these requirements or any other aspect of these Official Rules will void all entries of the person(s) responsible for such action and result in their disqualification from the Contest.

### **Sponsor/Administrator:**

Sponsor: Starbucks Corporation, 2401 Utah Ave. S, Seattle, WA 98134. Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2000, Southfield, MI 48075.

### **Timing:**

The Contest begins on March 30, 2026 at 4:00 a.m. Pacific Time ("PT") and ends on April 19, 2026 at 11:59 p.m. PT (the "Contest Period"). Administrator's servers are the official time-keeping devices for the Contest.

### **How to Enter:**

During the Contest Period, visit [globalexperiences.starbucks.com](https://globalexperiences.starbucks.com) ("Promotion Site") and sign into your Starbucks Rewards account ("Account"). Then, follow the directions to upload 1 video (up to 60 seconds) that is in English and describes who you would bring on a Starbucks adventure to Japan and why, a short description of the video (150 characters or fewer) and a title of the video (not to exceed 60 characters), collectively referred to as your entry ("Entry"). Entrants are not required to appear in their video. Your Entry need not include a positive reference to Sponsor's products or services, and including a positive reference to Sponsor's products or services in your Entry will not improve your chances of winning. By uploading your Entry, you agree that it conforms to the **Guidelines, Permissions, and Content Restrictions** below and that Sponsor, in its sole discretion, may disqualify your Entry if it believes that it fails to conform.

#### **Guidelines:**

- The video must be in an avi, , mov, qt, mpg, , mpg4, 3gp, 3g2, asf, or wmv format;
- The video must not exceed 100 MB in size and 60 seconds in length;
- The Entry must contain a title of no more than 60 characters and description of no more than 150 characters; and
- The Entry must be in English.

#### **Permissions:**

Entrant must have permission from any recognizable individuals who appear in the Entry to use their names and likenesses in the Entry and to grant the rights set forth herein. Minors may only be included in the Entry if Entrant is their parent or legal guardian. If requested, Entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

#### **Content Restrictions:**

- Your Entry must be your original work and based on your honest opinion and personal experience; Entrant may not use artificial intelligence platforms to create their Entry;

- Your Entry must not convey any claims regarding Sponsor's products or services that would be deemed unsubstantiated or deceptive if made by Sponsor;
- Your Entry must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement:
  - Accordingly, your Entry must not prominently display brand names, third-party trademarks;
  - Your Entry must not contain content created by a third party, such as music, images or artwork;
- If you choose to include Sponsor's trademarks, they must come from content created by Sponsor only; Entrant may not include re-creations of Sponsor's logos.
- Your Entry must not disparage Sponsor or any other person or party;
- Your Entry must not contain material that is inappropriate, offensive, indecent, obscene, sexually explicit, tortious, defamatory, slanderous or libelous;
- Your Entry must not make reference to or include: alcohol, marijuana, illegal drugs, tobacco, or firearms/weapons, any activities that are or appear to be dangerous, or any political agenda;
- Your Entry must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- Your Entry must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where Entry is created.

### **Entry Limits:**

Each Entrant may upload 1 Entry during the Contest Period. Entries received from any person or Account in excess of the stated limit will be void. Entries generated by script, macro or other automated means are void. Released Parties (as defined below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed, or misdirected Entries; all of which will be void. In the event of a dispute as to any Entry, Sponsor and Administrator will rely on the information submitted by the Entrant to enroll in Starbucks Rewards. If any information provided by Entrant as part of the prize claim process differs from the information provided by Entrant when they created an Account, Sponsor and/or Administrator may disqualify such Entrant. Disqualification will result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from Entrant to show proof of Entrant's identity.

### **Sponsor's Use of Entries:**

Uploading an Entry constitutes Entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Entries in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, Entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights Entrant is granting to use the Entry.

### **Winner Determination:**

A panel of qualified judges, determined by Sponsor in its sole discretion, will select the Contest winners based on the following "Judging Criteria:"

- **Authenticity and Storytelling (40%):**  
How genuine and compelling is the Entrant's story? Does it feel real and heartfelt?
- **Starbucks and Coffee Connection (30%):**  
Does the entry clearly tie back to Starbucks?
- **Creativity and Originality (30%):**  
Did the Entrant find an unexpected way to tell their story? Is the story fresh, unique, and memorable?

Subject to the Entrants' compliance with these Official Rules, the 10 Entrants whose Entries receive the 10 highest scores will be deemed the potential Grand Prize Winners. The next 20 Entrants whose Entries receive the next 20 highest scores will be deemed the potential Finalists. In the event of a tie, the Entrant whose Entry received the highest score for "Authenticity and Storytelling" as determined by the qualified judges in their sole discretion, will be deemed the applicable potential Finalist or Grand Prize Winner from amongst the tied Entrants. Sponsor reserves the right to select fewer than 20 Finalists/10 Grand Prize Winners, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Contest Videos. Sponsor will not disclose judging scores.

### **Finalist and Grand Prize Winner Requirements:**

Potential Grand Prize Winners will be notified on or around June 1, 2026 by email from Administrator. Each potential Grand Prize Winner will be required to sign and return a Declaration of Compliance, Liability Waiver and, where not prohibited, a Publicity Release ("Declaration") and IRS Form W-9, which must be received by Administrator within 7 days of the date notice or attempted notice is sent, in order to claim the Grand Prize. Once all Grand Prize Winners are confirmed, Administrator will begin notifying Finalists by email. Each potential Finalist may be required to provide their name, home mailing address (P.O. Boxes not permitted) and date of birth to confirm eligibility and for purposes of prize fulfillment within 7 days of the date notice or attempted notice is sent, in order to claim the Finalist Prize. If a potential Grand Prize Winner or Finalist cannot be contacted, fails to execute and return the Declaration/IRS Form W-9 (if applicable), or provide any other requested information within the required time period, does not comply with these Official Rules, or if prize is returned as undeliverable, the potential Grand Prize Winner or Finalist forfeits the prize. If a potential Grand Prize Winner or Finalist is disqualified for any reason, the applicable prize may be awarded to a runner-up, if any, in Sponsor's sole discretion. Only 3 alternate Grand Prize Winners or Finalists may be determined, after which the applicable prize will remain un-awarded.

### **Prizes:**

**Quantity, Description and Approximate Retail Value (“ARV”):**

- **10 Grand Prizes:** A 6-day/5-night trip package for winner and 1 guest to Tokyo, Japan and 1 Finalist Prize of a \$500 Starbucks gift card. Trip tentatively scheduled to take place in October, 2026. Exact dates will be provided to potential winners when they are notified. Trip package to include:
  - Round trip, business class air transportation for 2 from a major airport near winner’s home (determined by Sponsor in its sole discretion) to Tokyo, Japan;
  - Round-trip ground transportation between the Tokyo airport and hotel;
  - 5 nights’ accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy);
  - Sightseeing options as outlined in the itinerary and a visit to the Starbucks Reserve® Roastery Tokyo (herein each a “Sponsor Planned Activity”) for winner and guest. All details about each Sponsor Planned Activity will be determined by Sponsor;
  - One 30,000 yen SUICA card per person, for use on Tokyo bus and train system;
  - Two exclusive dining experiences for winner and guest; and
  - \$1,400 in spending money for winner only, fulfilled as a check
  - Sponsor will also provide winner a check for \$18,000.00, which is intended to assist the winner with any federal, state, or other tax obligations related to the Grand Prize (the “Tax Gross-Up Payment”). **The Grand Prize winner’s actual tax liabilities related to the Grand Prize could exceed the Tax Gross-Up Payment. The Grand Prize winner is solely responsible for all applicable federal, state, or other tax obligations related to the Grand Prize.** Sponsor will not provide any further assistance toward the winner’s tax obligations.

Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Trip must be booked at least 30 days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Contest, and those set forth by the Sponsor’s airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures., Travel companion must either be the age of majority in their state of residence (at least 18 in most states and at least 19 for residents of Nebraska or Alabama) or the child/ward of the winner as of the date of departure or the child/ward of the winner and must travel on same itinerary and at the same time as the winner. Travel

companion must execute liability/publicity releases as a condition of accompanying winner on trip. Winner and travel companion are solely responsible for obtaining valid passports and any other documents necessary for international travel. Additional travel restrictions, conditions and limitations may apply. By traveling and attending scheduled events, winner and winner's travel companion voluntarily assume all risks related to exposure to COVID-19 or other communicable illness. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any event is delayed, postponed or cancelled for any reason, in which case that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$65,000.00. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

- **30 Finalist Prizes (20 for Finalists and 10 for Grand Prize Winners):** 1 \$500 Starbucks eGift Card, fulfilled digitally. ARV: \$500.00. Gift card terms and conditions apply.

**Additional Prize Terms:**

Prizes are non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the prize become unavailable. In this case, a prize of equal or greater value will be offered. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Sponsor will not provide any tax advice; winners should consult with a tax advisor. Winners of a prize equal to or greater than \$2000 will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes are 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. Finalist prizes will be fulfilled approximately 8-10 weeks after confirmation of all winners. **Limit** of 1 Grand Prize and one Finalist prize per household.

**Release:**

By entering the Promotion, Entrants agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents

(collectively, the “Released Parties”) from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Contest and/or acceptance, use, inability to use, misuse or redemption of any Prize (including any injury or harm related thereto).

### **Publicity:**

Except where prohibited, participation in the Contest constitutes each winner’s consent and grant to Sponsor and its agents to use the following information about the winner (to the extent provided by winner as part of the entry or winner confirmation process): winner’s name, city, state, likeness, photograph, Entry, social handle and photo, voice, opinions and/or prize information for promotional advertising or other purposes, in any media without further notice, review, approval, payment or other consideration. Sponsor is not obligated to use any of the above-mentioned information or content but may do so and may edit these materials at its sole discretion, without further obligation or compensation. Sponsor will not use any of the above mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

### **General Conditions:**

#### **Sponsor’s Right to Modify or Cancel:**

Sponsor reserves the right to cancel, suspend and/or modify the Contest, including but not limited to fulfillment of the prize(s), where any of the following “Issues” occur:

- Fraud;
- Technical failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Contest; or
- Any event or cause beyond Sponsor’s control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Contest, as determined by Sponsor in its sole discretion.
- Where one or more of the above Issues occurs, Sponsor, in its sole discretion, may determine the winner(s) from among all non-suspect, eligible Entries received up to the date and time of the Issue using the judging procedure outlined above, and/or modify the prizes offered.

#### **Sponsor’s Right to Disqualify Entrants:**

Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this Contest or in an unsportsmanlike or disruptive

manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

### **Limitations of the Scope of Responsibility:**

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by Entrants or caused by printing errors or by any of the equipment or programming associated with or utilized in the Contest;
- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;
- Unauthorized human intervention in any part of the Contest, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Contest, including but not limited to the processing of Entries;
- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected Entries or failure to receive Entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In this case, Entrants sole remedy is to take the required actions to receive another entry(s) in the Contest, if it is possible; or
- Any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Contest or to the receipt, use, inability to use or misuse of any prize.

### **Dispute Resolution (including Arbitration Agreement, Class Action Waiver, Jury Trial Waiver):**

Disputes will be resolved as outlined in the Starbucks Rewards [Terms and Conditions](#).

### **Severability:**

If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then:

- The validity, legality and enforceability of such provision as applied to any other particular facts or circumstances and the other provisions of these Official Rules shall not in any way be affected or impaired thereby; and

- Such provision shall be enforced to the maximum extent possible.

In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it so as to be enforceable to the extent compatible with applicable law.

**Entrant's Personal Information:**

Information collected from Entrants is subject to [Sponsor's Privacy Policy](#).

**Winner List:**

See the [winner list](#) for Contest winners. The winner list will be posted after winner confirmation is complete.

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