

Starbucks Uncap, Scan, & Win!

Official Rules

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

1. Eligibility: Starbucks Uncap, Scan, & Win! (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old and who are members of the Starbucks® Rewards loyalty program at the time of entry. Employees of Starbucks Corporation ("Sponsor"), Pepsi-Cola Company, Merkle Inc. ("Administrator"), and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes each entrant's full and unconditional agreement to these Official Rules. The Sponsor's and Administrator's decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Starbucks Corporation, 2401 Utah Ave. S, Seattle, WA 98134. **Administrator:** Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on November 3, 2025 at 4:00 a.m. Pacific Time ("PT") and ends on December 31, 2025 at 11:59 p.m. PT (the "Promotion Period"). For purposes of this Promotion, a "day" begins at 12:00 a.m. PT and ends at 11:59 p.m. PT, except the first day which begins at 4:00 a.m. PT and ends at 11:59 p.m. PT. Administrator's servers are the official time-keeping device for this Promotion.

4. How to Enter: During the Promotion Period, visit a store where groceries are sold, purchase a specially marked Peppermint Mocha Frappuccino® beverage bottle or specially marked Starbucks® Iced Espresso Peppermint Mocha beverage multi-serve bottle and uncap the bottle. Then, use your smartphone or other web-enabled device with a data plan to scan the quick response ("QR") code which can be found under the bottle cap*. You will be directed to a mobile web page. Or, to enter without making a purchase and scanning a QR code, visit the website directly at: <https://uncapstars.starbucks.com/> ("Promotion Site"). Next, sign into your Starbucks Rewards account ("Account") and agree to these Official Rules. You will advance to the Instant Win Game page where you will receive one (1) Instant Win Game play. Follow the links and instructions to play the Instant Win Game and you will receive either an Instant Win Game prize or one (1) entry into the Sweepstakes. Potential winners of the Instant Win Game will be provided with prize claim directions. Only potential winners who timely complete prize claim requirements and/or are verified as eligible will be awarded a prize. The Administrator is responsible for the functionality of the Instant Win Game.

* If you choose to obtain the Promotion Site using a mobile device/scanning a QR code, standard message and data rates apply in accordance with your personal mobile service plan. Check details of your plan prior to using a mobile device to enter. A mobile device is not required to enter.

Limit: Each entrant may play the Instant Win Game one (1) time per day during the Promotion Period; each entrant may receive either one (1) Instant Win prize or one (1) Sweepstakes entry per day during the Promotion Period, regardless of method of entry. Multiple entrants are not permitted to share the same email address or Account. Each entrant is limited to only one (1) Account. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of

any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified. In the event of a dispute as to the identity of any entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Promotion and used to enroll in the Starbucks® Rewards loyalty program. If any additional information provided by the entrant is inconsistent with the information provided at registration for this Promotion or enrollment into Starbucks® Rewards loyalty program, the Sponsor and/or Administrator may disqualify such an entrant, and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from an entrant to show proof of an entrant's identity.

5. Operation of Sweepstakes and Instant Win Game: Administrator is an independent organization whose decisions as to the administration and operation, including the selection of potential winners, are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winners from all eligible entries on or around January 5, 2026. Instant Win Game: 140,500 random, computer-generated winning times, one for each prize listed below, will be seeded throughout the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly seeded times, you will be a potential instant winner of the prize indicated, subject to verification of potential winner's eligibility.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR AND ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by email. Potential winners may be required to provide their name, home mailing address (P.O. Boxes may not be permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within three (3) days of the date notice or attempted notice is sent, in order to claim the prize. Each potential Sweepstakes Grand Prize winner (parent/legal guardian if winner is a minor in their state of residence) (or if the cumulative value of all prizes won through programs sponsored by Starbucks in 2025 is equal to \$600 or more or if the cumulative value of all prizes won through programs sponsored by Starbucks in 2026 is equal to \$2,000 or more) will be sent an email to the email address associated with their Account and required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration"), and an IRS Form W-9 which must be received by Administrator, within three (3) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration, tax forms or provide any other requested information within the required time period, potential winner forfeits the prize. In the event that a potential winner of the Sweepstakes Grand Prize forfeits the prize or is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings, after which the prize will remain unawarded. Unclaimed Instant Win Game Prizes will not be awarded.

8. Prizes:

Sweepstakes Prizes:

FOUR (4) GRAND PRIZES: "Starbucks for a Year." Winner will receive a daily credit to his/her/their Account for one (1) year (three hundred sixty-five (365) days) for one (1) free food or standard menu beverage (excluding alcoholic beverages) item redeemable at participating Starbucks stores in the U.S. Food and beverage credits expire daily. The first daily credit will be loaded to each winners' Account on or around February 9, 2026. Each winner must present a Starbucks Card registered to their Account to redeem the free food or beverage item. Credits are non-transferable and will expire at 11:59 p.m. PT of each day and will not accumulate in the winner's account. Winners will be responsible for income tax based on the retail price of the items that are redeemed and will receive an annual IRS Form 1099 for each tax year where the total value of the prize(s) redeemed is equal to \$2,000 or more. Approximate Retail Value ("ARV"): \$3,935.00.

Odds of winning a Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period. **Limit:** One (1) Sweepstakes prize per person.

Instant Win Game Prizes:

FIFTEEN THOUSAND (15,000) FIRST PRIZES: 200 Bonus Stars will be added to each winner's Account. ARV: \$10.78.

FORTY-FIVE THOUSAND (45,000) SECOND PRIZES: 100 Bonus Stars will be added to each winner's Account. ARV: \$5.39.

EIGHTY THOUSAND FIVE HUNDRED (80,500) THIRD PRIZES: 25 Bonus Stars will be added to each winner's Account.

Odds of winning depend on the date/time of entry, the number of prizes remaining available at the time of entry and number of eligible Instant Win Game plays received. The number of prizes available to be won will diminish as they are awarded. **Limit:** One (1) First Prize, one (1) Second Prize, and one (1) Third Prize per person.

Total ARV of all prizes: \$419,988.80.

For All Prizes: Stars can be redeemed at participating stores in the U.S. Stars cannot be redeemed for alcohol, Starbucks Cards or Starbucks Card reloads. Starbucks Account terms and conditions apply. Stars accumulated under the Starbucks Rewards loyalty program are promotional and have no cash value; Stars awarded in this Promotion have value in the Starbucks Rewards loyalty program when awarded. Prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. 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. Winners of a prize equal to or greater than \$600 will receive an IRS Form 1099 MISC reporting the actual value of the prize received. 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. Instant Win Game Prizes will be fulfilled approximately 8-10 weeks after winner confirmation.

9. Release: By entering the Promotion, entrants agree to release and hold harmless Sponsor, Administrator, Pepsi-Cola Company and its bottlers, 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 Promotion and/or acceptance, use, inability to use, misuse or redemption of any prize (including any injury or harm related thereto).

10. Publicity: Except where prohibited, participation in the Promotion constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. The Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further obligation or compensation.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes or Instant Win Game, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to modify the prizes offered herein and to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. 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 Sweepstakes or Instant Win Game, including but not limited to submitting fraudulent entries/plays, or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game 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. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event there is a discrepancy or inconsistency between any other statements contained in any promotion-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site, the Official Rules as posted on the Promotion Site shall prevail, govern, and control.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information either caused printing errors or by any of the equipment or programming associated with or utilized in the Promotion or provided by entrants; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines, or network hardware or software; (3) unauthorized human intervention in any part of the Promotion, including but not limited to the entry process; (4) technical or human error which may occur in the administration of the Promotion, including but not limited to the processing of entries; or (5) 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 Promotion or receipt, use, inability to use, or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible.

13. Dispute Resolution (Including Arbitration Agreement; Class Action Waiver; Jury Trial Waiver): Disputes will be resolved as outlined in the Starbucks Rewards [Terms and Conditions](#).

14. 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 (a) 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 (b) 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.

15. Entrant's Personal Information: Information collected from entrants is subject to the [Sponsor's Privacy Policy](#).

16. Winner List: For a winner list, please [click here](#). The winner list will be posted after winner confirmation is complete.

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