

Starbucks Uncap, Scan, & Win Official Rules

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

Promotion Overview:

Starbucks Uncap, Scan & Win (the “Promotion”) includes an instant win game (the “Instant Win Game”), a sweepstakes (the “Sweepstakes”), and an entertainment only game (the “Catch the Falling Objects Game”).

Eligibility:

The Promotion is open only to legal residents of the 50 United States and the District of Columbia who are at least 18 years old and who are members of the Starbucks® Rewards loyalty program at the time of entry (“Entrant”). To receive prizes valued at \$2,000 or more, Entrant must be able to submit a valid IRS Form W-9. Employees of Starbucks Corporation (“Sponsor”), Pepsi-Cola Company, Nestle USA, Inc., Merkle Inc. (“Administrator”), and 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 constitutes Entrant’s full and unconditional agreement to these official rules (“Official Rules”). The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. 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.

In the event there is a discrepancy or inconsistency between any statements contained in any Promotion-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site (defined below in the How to Enter section), the Official Rules as 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 Sweepstakes entries or Instant Win Game plays using robotic, automatic, programmed or any other means, including but not limited to using multiple/different

email addresses, Account (defined below in the How to Enter section), identities, registrations and logins or any other methods. Violation of these requirements or any other aspect of these Official Rules will void all Sweepstakes entries and Instant Win Game plays for the person(s) responsible for such action and result in their disqualification from the Promotion.

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 Promotion begins on November 2, 2026 at 4:00 a.m. Pacific Time ("PT") and ends on December 31, 2026 at 11:59 p.m. PT (the "Promotion Period"). For purposes of this Promotion, a "Week" begins each Monday and ends the following Sunday except the last Week which starts on Monday, December 21, 2026 and ends Thursday, December 31, 2026. Administrator's servers are the official time-keeping devices for the Promotion.

How to Enter:

During the Promotion Period, visit a participating store in the United States and the District of Columbia where groceries are sold, purchase a specially marked Peppermint Mocha Frappuccino® beverage bottle, specially marked Starbucks® Iced Espresso Peppermint Mocha beverage multi-serve bottle, or Starbucks Creamers Peppermint Mocha 28oz or Starbucks Creamers Chestnut Praline 28oz or Starbucks Creamers Sugar Cookie 28oz, 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 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 1 entry into the Sweepstakes. Potential winners of the Instant Win Game may also receive an email notification with prize claim instructions. Only potential winners who timely complete prize claim requirements (see the Winner Requirements Section below) and/or are verified as eligible will be awarded a prize.

Mobile Device:

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.

Entry Limits:

Each Entrant may play the Instant Win Game 1 time per day during the Promotion Period and the outcome will award either 1 Instant Win Game Prize or 1 Sweepstakes entry. Multiple Entrants are not permitted to share the same email address or Account. In the event of a dispute as to the identity of an Entrant, Sponsor and Administrator will rely on the information submitted by the Entrant to enroll in Starbucks® Rewards loyalty program. If any additional information provided by Entrant is inconsistent with the information provided at enrollment into Starbucks® Rewards loyalty program, Sponsor and/or Administrator may disqualify such Entrant and such disqualification may 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.

Operation of Sweepstakes and Instant Win Game:

Administrator is an independent organization whose decisions as to the administration and operation of the Promotion, 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 received during the Promotion Period, on or around January 4, 2027 and will notify potential winners by email. The odds of winning a prize depend on the total number of eligible entries received during the Promotion Period.

Instant Win Game:

There will be 300,500 random, computer-generated winning times seeded throughout the Promotion Period, one for each Instant Win prize offered. See the Prizes Section below for quantities of Instant Win Games Prizes awarded per Week. 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. The odds of winning an Instant Win prize depend on the date/time of Entrant's game play, the number of prizes remaining available at the time of the game play, and the

number of eligible Instant Win Game plays received. The number of prizes available to be won will diminish as they are awarded.

Potential Winners Subject to Verification:

All potential winners are subject to verification by Sponsor and Administrator. **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 Instant Win Game play that occurs after the system has failed for any reason is deemed a defective play, is void and will not be honored.

Winner Requirements:

Potential Sweepstakes Grand Prize winners (or if the cumulative value of all prizes won through programs sponsored by Starbucks in 2026 is equal to \$2,000 or more) (or parent/legal guardian if winner is a minor in their state of residence) will be 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 3 days of the date notice or attempted notice is sent, in order to claim the prize. All other potential winners 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 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, fails to sign and return the Declaration or provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner of a Sweepstakes Grand Prize is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only 3 alternate drawings will be held, after which the prize will remain un-awarded. Unclaimed Instant Win Game Prizes will not be awarded.

Prizes:

Sweepstakes Prizes: Quantity, Description and Approximate Retail Value ("ARV"):

- **4 Grand Prizes:** "Starbucks for a Year." Each winner will receive a daily credit to their Account for 1 year (365 days) for 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 16, 2027. 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. ARV: \$3,935.00.

Instant Win Prizes: Description, Quantity, and ARV:

Prize Description	Total Quantity Awarded for Week 1	Total Quantity Awarded for Weeks 2 through 8	ARV
60 Stars	15,000	35,000	-
25 Stars	52,500	122,500	-
Grande hand-crafted beverage item coupon	15,000	35,000	\$6.05
Bakery item coupon	7,650	17,850	\$3.87

Total ARV of all prizes:

The total ARV of all available prizes in the Promotion is \$416,925.00.

Additional Prize Terms:

Terms and conditions of coupons apply, Stars can be redeemed at participating stores in the U.S. Stars cannot be redeemed for alcohol, Starbucks Cards or Starbucks Card reloads. Starbucks Rewards 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 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. 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. 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. Limit: Each Entrant

may win 1 Sweepstakes Grand Prize, 1 60 Star Prize, 1 25 Star Prize, and either 1 Grande hand-crafted beverage item coupon Prize or 1 Bakery item coupon Prize.

Optional Catch the Falling Objects Game Information:

The interactive Catch the Falling Objects Game is presented by Administrator's Game Engine partner for your entertainment. When you initiate a game, you agree to the Game Engine partner's [User Terms](#). The Game Engine partner will automatically place a necessary cookie in the form of a token on your web browser solely for the purpose of collecting relevant information about your game play, as set forth in the [Cookie Policy](#). If you prefer not to allow the Game Engine partner cookie or if you don't accept the User Terms, you must skip this game. The information collected by the Game Engine partner concerning your game play will be managed according to the Game Engine's [Privacy Policy](#), which is separate from the Sponsor's policy that governs this Promotion.

Release:

By entering the Promotion, Entrants agree to release and hold harmless Sponsor, Pepsi-Cola Company and its bottlers, Nestle USA, Inc., Administrator and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers 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 a prize (including any injury or harm related thereto).

Publicity:

Except where prohibited, participation in the Promotion 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 Promotion, 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 Promotion; 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 Promotion, as determined by Sponsor in its sole discretion.
- Where one or more of the above Issues occurs, Sponsor will make reasonable efforts to award all remaining Sweepstakes prizes by conducting a random drawing from among all eligible entries received up to the date of the Issue; and/or modify the prizes offered. Instant Win prizes tied to seeded winning times that take place after Issues have occurred will not be awarded.

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 Promotion, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion 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.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Official Rules:

In no event will Sponsor be obligated to award more than the stated number of prizes set forth in these Official Rules. In the event that more winner notifications are distributed or more prizes are claimed, due to a printing, production, seeding, computer, or other error of any kind, than the stated number of prizes. Sponsor reserves the right to award only the stated number of prizes based on the winner selection process described in these Rules, or if necessary, through a random drawing from among those Entrants who were notified, confirmed to be eligible and where applicable, took the required action to claim the prize.

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 Promotion;
- 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 Promotion, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Promotion, 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 Promotion, 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 Promotion 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 any provision of these Official Rules is found to be invalid, illegal, or unenforceable by a court or other tribunal of competent jurisdiction, that provision will be enforced to the fullest extent permitted by law. Remaining provisions will remain in full force and effect. If any provision is determined to be overly broad, it will be limited and enforced to the extent allowed by applicable law.

Entrant's Personal Information:

Information collected from Entrants is subject to [Sponsor's Privacy Policy](#), with the exception of the information collected while playing the optional Catch the Falling Objects Game as described above.

Winner List:

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

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