

# Jewel-Osco®

 a taste of  
**BLACK**  
HISTORY

# Cookin' Combos

S W E E P S T A K E S

## ENTRY FORM

YES! I'd like to participate in the  
"A Taste of Black History" Cookin' Combos Sweepstakes  
for a chance to win \$5000 worth of groceries.

My favorite recipe's name is:

\_\_\_\_\_

African-American product I'll be using:

\_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Store Location \_\_\_\_\_

See below for official Sweepstakes rules.

**1. HOW TO ENTER:** Between February 1, 2010 and February 28, 2010, visit your local Jewel-Osco store and pick up an entry form. On the entry form, print your complete name, street address (no P.O. Boxes), city, state, zip code, age, store location, daytime telephone number and email address. (If you do not have a telephone or email address, indicate "No Phone or No Email"). Include a Cookin' Combo by writing a recipe name or meal idea on the entry form which includes at least one of the eligible African American vendor products listed below. Failure to submit a recipe name or meal idea which includes one of the eligible products or to comply with the Official Rules will result in disqualification. Place your entry form into the "Cookin' Combos Sweepstakes" Entry box located in your local Jewel-Osco store no later than 5:00 p.m. CST on February 28, 2010.

**AFRICAN AMERICAN VENDOR PRODUCTS ELIGIBLE FOR PARTICIPATION:** Ashanti Foods, Ambassador Organics, Esther's Authentic Ready Stew, The Comfort Cake Company, New Orleans's Bill Creole Potato Salad, Image Foods, Sylvia's, Sam's Gourmet Lasagna, Mrs. Richardson's, Reggio's Pizza, Margie's Syrup, Grandma Maud's, Wild Garden, Real Men Cook Sweet Potato Poundcake, Baldwin Ice Cream, Mumbo Bar-B-Que Sauce, Mix N' Match Popcorn, Uncle Joe's Jerk Sauce, Southern Chef, Smokin' Joe's Hot Sauce, Lock's Bar-B-Q Sauce, Special Taste Breading, Andy's Seasoning, Glory Foods, Sunrise Products, Magnolia Spice Tea, Michelle's Honey Creme Syrup, James Foods, Heritage Link Brands, Stams! Snacks, Robinson's Bar-B-Que Sauce.

**2. RANDOM DRAWING:** Potential winners will be selected in a random drawing held on or about March 17, 2010 from among all eligible entries received. Decisions of Sponsors are final. Potential winners will be notified by phone or mail. One attempt will be made to contact each winner. If a potential winner cannot be contacted, an alternate winner may be chosen in Sponsor's sole discretion. Odds of winning will depend upon the number of eligible entries received. Limit one (1) Prize per person per household.

**3. PRIZES & APPROXIMATE RETAIL VALUE ("ARV"):** One (1) **Grand Prize** - Free Groceries for One Year in the form of one Jewel-Osco Gift Card per month for a twelve month period, beginning in March, 2010 and ending in April, 2011, each Gift Card with a value of \$416.67 for a total ARV (\$5,000.00 value). Sixteen (16) **First Prizes** - First Prize winners will each receive one \$150 Jewel-Osco Gift Card (ARV: \$150.00). ARV of all First Prizes combined is \$2400.00. Total ARV of all prizes (Grand Prize and all First Prizes) is \$7400.00. Each potential winner must complete, sign, and return a notarized Affidavit of Eligibility, Prize Acceptance, Liability and Publicity Release in the form provided by Sponsors within three (3) days of notification of his/her selection as a potential winner. The prizes may be used at any Jewel-Osco location, are not redeemable or exchangeable for cash and are subject to all terms and conditions of use as established by issuer.

**4. GENERAL RULES:** Open only to residents of Illinois and Indiana who are 18 years of age or older as of February 1, 2010. Employees of SUPERVALU INC., Coca-Cola Enterprises, Colgate-Palmolive, and their respective affiliates and subsidiaries, advertising and promotion agencies and suppliers involved in this Sweepstakes (collectively, "Promotional Participants") and their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother,

step-daughter, step-son, step-brother, step-sister, half-brother, half-sister) and/or those living in the same household of each are not eligible. Void outside Illinois, Indiana and where prohibited by law. No substitution, cash redemption or transfer of prize by winner is permitted. All federal, state and local taxes are the sole responsibility of the winner. All federal, state and local laws and regulations apply. All materials submitted become the property of the Sponsors and will not be returned. Illegible or incomplete entries are void. Taxes on prizes and all expenses related to acceptance and use of prizes are the sole responsibility of winners. Winners will be issued an IRS 1099 Form for the approximate retail value of the prize. By participating, entrants agree to comply with these rules and all decisions of Sponsors and its agents which shall be final in all respects relating to the Sweepstakes. Sponsors are not responsible for lost, late, misdirected entries or entries not received by the entry deadline. Sponsors are not responsible for any incorrect or inaccurate information, whether caused by any equipment malfunction or programming associated with or utilized in the Sweepstakes. Entrants hereby acknowledge that Sponsors have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize. Sponsors reserve the right to substitute prize of equal or greater value. Acceptance of prize constitutes permission to the Promotional Participants to use winners' names and/or likenesses for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winners agree to release and hold Sponsors, the Promotional Participants and their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of acceptance and use of prize. By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Sponsors. Sponsors and the Promotional Participants are not responsible for errors, in the administration or fulfillment of this Sweepstakes, including without limitation, mechanical, human, typographical, distribution, or production errors, and may modify, cancel or terminate this Sweepstakes based on such error in their sole discretion without liability, and may select potential winners from among all eligible entries received prior to such modification, cancellation or termination. The interpretation of these Official Rules shall be governed by the laws of the State of Illinois and any and all disputes, claims and causes of action arising out of, or connected with this Sweepstakes shall be resolved individually, without resort to class action, by binding arbitration.

**5. WINNERS LIST:** For the names of the winners, available after March 17, 2010 send a separate, self-addressed, stamped (#10) envelope to: R. J. Dale Advertising & Public Relations, 205 N. Michigan Ave., Suite 420, Chicago, IL 60601 to be received by April 15, 2010.

**6. SPONSORS:**

Jewel-Osco  
150 Pierce Road, Suite 200  
Itasca, IL 60143

Coca-Cola Enterprises  
7400 N. Oak Park Avenue  
Niles, IL 60714

Colgate-Palmolive  
27 Crown Road  
Somerset, NJ 08873

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