

## **Tailgate Nation Sweepstakes & Instant Win Official Rules**

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

**ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**

Overview: Tailgate Nation Sweepstakes & Instant Win (the "Promotion") consists of a sweepstakes (the "Sweepstakes") and three (3) individual instant win games (each an "Instant Win Game"). ShopRite and Meijer grocery stores are participating in this Promotion (each a "Participating Store"). Each Participating Store will comprise its own Instant Win Game prize pool (each a "Prize Pool" – the "ShopRite Prize Pool" and the "Meijer Prize Pool"). All other retailers, that are not directly participating in an Instant Win Game, will comprise the "National Prize Pool". Sponsor will draw and award a specified number of Instant Win Game prizes per Prize Pool as outlined in Section 8 below.

**1. Eligibility:** The Promotion is open only to individuals who are legal residents and physically located in one (1) of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the date and time of entry. Employees, officers, directors, and representatives of General Mills Sales, Inc. ("Sponsor"), ShopperWorks, HelloWorld, Inc. ("Administrator"), Wakefern Food Corp. (ShopRite), ESPN, Inc. ("ESPN"), Meijer Great Lakes Limited Partnership ("Meijer"), and each of their respective parent and affiliate companies, members, advertising and promotion agencies and distributors and other prize suppliers (collectively, "Promotion Entities"), as well as the immediate family (i.e., spouse, parents, siblings children and grandchildren) and/or those living in the same household of each such employee, officer or director are not eligible to enter or win. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited by law. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55426.  
**Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Promotion begins on August 27, 2019 at 12:00 a.m. Eastern Time ("ET") and ends on December 6, 2019 at 11:59 p.m. ET ("Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

**4. How to Enter:** During the Promotion Period, there are three (3) ways to enter. There are two (2) ways to participate for a chance at winning an Instant Win Game prize allocated for your Participating Store (a and b) and one (1) way to participate for a chance at winning an Instant Win Game prize allocated for the National Prize Pool (c). Regardless of Method (a, b and c), you automatically will also enter for a chance at winning the Sweepstakes Grand prize.

In order to participate in Methods (a) and (b), during the Promotion Period, visit your preferred Participating Store's Promotion URL directly, as outlined below.

[www.wearetailgatenation.com/ShopRite](http://www.wearetailgatenation.com/ShopRite)  
[www.wearetailgatenation.com/meijer](http://www.wearetailgatenation.com/meijer)

Then, follow the links and instructions to complete and submit the registration form, including providing your email address.

- a. Scan Participating Brand Logo(s) on General Mills Product Packages and/or the Tailgate Nation Rewards Promotion Icon Located on Displays in Participating Store Locations with a Mobile or Tablet Device: During the Promotion Period, locate one (1) of the participating logos/symbols printed on participating product packages (See Appendix A for a complete list) and/or the Tailgate Nation Rewards Promotion Icon located on displays in participating grocery store locations (each a "Logo"). Then, tap/click on the "Scan Now" button on the website and follow the links and instructions to initiate the camera on your mobile or tablet device and take a picture of the Logo.
- b. "Click Here" on "Registration Confirmation" Page from a Desktop Computer or Mobile/Tablet Device (Free method of entry): To enter/play without the use of a mobile/tablet device or the purchase of a participating General Mills product, during the Promotion Period follow the instructions on the website and tap/click through to the "Registration Confirmation" Page. Next, tap/click on the Tailgate Nation" Logo (the free "Logo").
- c. Scan QR Code to enter National Prize Pool: If your preferred store is not a ShopRite or Meijer grocery store, you may still participate in the Promotion. To do so, during the Promotion Period, either use your smart phone or other web-enabled device with data plan to scan the Promotion quick response ("QR") code featured on promotional materials with the QR reader application already installed on your phone OR visit <http://www.WeAreTailgateNation.com/Register> directly. If you scan the QR code, you will be directed to a mobile Web page at <http://www.WeAreTailgateNation.com/Register> where you may complete and submit the registration form, including providing your email address.

Regardless of Method (a, b and c), you automatically will receive one (1) Sweepstakes entry into the Grand Prize drawing and one (1) Instant Win Game play for your selected Prize Pool. If you won an Instant Win Game prize, you will be notified on-screen that you won and which prize you have won. If you did not win an Instant Win Game prize, you will *not* be notified on-screen. Each potential winner of the Instant Win Game will be provided directions for winner verification. All potential winners are subject to verification before any prize will be awarded as described in Section 7 below. Administrator is responsible for the functionality of the Sweepstakes and Instant Win Game.

Limit: Each entrant may receive up to one (1) Sweepstakes entry and one (1) Instant Win Game play per day during the Promotion Period. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, 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 any registration or play, the authorized account holder of the email address entered at registration will be deemed to be the entrant or player provided that person meets the eligibility requirements to participate. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential Instant Win Game winner and the potential Sweepstakes Grand Prize winner may be required to show proof of being the authorized account holder. If a dispute cannot be resolved to the Administrator's satisfaction, the entry will be deemed ineligible. The submission of an entry is solely the responsibility of the entrant. Proof of sending (such as an automated computer receipt confirming delivery of email or "thanks for entering" message does not constitute proof of actual receipt by Administrator of an entry for purposes of this Promotion. Only eligible entries actually received by Administrator's server before the end of the Promotion Period will be included in the Promotion. Illegible, unintelligible, incomplete, garbled, lost, late, misdirected, forged, altered, or mutilated entries will be disqualified. Proof is sufficient if so determined by Sponsor, in its sole discretion.

**5. Sweepstakes and Instant Win Game:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes Grand Prize winner, from all eligible entries received during the Promotion Period, on or around December 9, 2019. Instant Win Game: There will be one thousand and twenty-four (1,024) random, computer-generated winning times, one (1) for each prize listed below, generated during the Promotion Period. For the ShopRite Prize Pool, there will be one (1) prize awarded for each individual participating ShopRite store during the Promotion Period, up to two hundred ninety-five (295) prizes. All other prizes allocated for the ShopRite Prize Pool will be randomly awarded across all participating ShopRite stores as outlined in Section 8. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

**6. EACH POTENTIAL INSTANT WIN GAME WINNER AND THE POTENTIAL SWEEPSTAKES GRAND PRIZE WINNER ARE SUBJECT TO VERIFICATION BY SPONSOR OR 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, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE 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 Grand Prize winner will be notified by email. The potential Sweepstakes Grand Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within five (5) 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 of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 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 prizes valued at \$25 or less will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

**8. Prizes:**

**Sweepstakes Prize:** ONE (1) GRAND PRIZE: \$10,000 check. Approximate Retail Value (“ARV”): \$10,000.00.

Odds of winning the Sweepstakes Grand Prize depend on the number of eligible entries received during the Promotion Period.

**Instant Win Game Prizes:**

**National Prize Pool:**

Quantity	Prize Description	ARV
2	Cooler	\$399.99

40	\$200 The Home Depot Gift Card. HelloWorld, Inc. is not affiliated with The Home Depot®. The Home Depot is not a sponsor of this promotion. The Home Depot is a registered trademark of Home Depot Product Authority, LLC.	\$200.00
3	Cornhole and matching bags	\$159.95
3	Portable tailgate table and packable chairs	\$149.95
45	\$100 The Home Depot Gift Card. HelloWorld, Inc. is not affiliated with The Home Depot®. The Home Depot is not a sponsor of this promotion. The Home Depot is a registered trademark of Home Depot Product Authority, LLC.	\$100.00
3	Grilling utensils	\$57.77
50	\$50 Fanatics Online Gift Certificate. Fanatics is not a sponsor of the rewards or promotion or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.	\$50.00
5	Portable grill	\$34.99
80	\$25 Nike Digital Gift Card. The Swoosh design is a registered trademark of NIKE. All rights reserved. NIKE is not a participant in or sponsor of this promotion.	\$25.00
70	\$20 Fanatics Online Gift Certificate. Fanatics is not a sponsor of the rewards or promotion or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.	\$20.00
5	Plastic chips and dip tray	\$7.47
100	\$5 App Store & iTunes Gift Card. TM and © 2019 Apple Inc. All rights reserved. Apple is not a participant in or sponsor of this promotion.	\$5.00

**ShopRite Prize Pool:**

Quantity	Description	ARV
5, 2 awarded randomly across all participating stores	Cooler	\$399.99
20	\$50 ShopRite gift card	\$50.00
20	\$50 StubHub Gift Card. StubHub is not a sponsor of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please	\$50.00

	visit each company's website for additional terms and conditions.	
5, 3 awarded randomly across all participating stores	Portable grill	\$34.99
100, 25 awarded randomly across all participating stores	\$25 StubHub Gift Card. StubHub is not a sponsor of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.	\$25.00
350, 175 awarded randomly across all participating stores	\$25 ShopRite gift card	\$25.00

Odds of winning an Instant Win Game prize allocated for each individual participating ShopRite store for the ShopRite Prize Pool depend on the number of eligible Instant Win Game plays for each individual participating ShopRite store divided by the number of prizes available for each individual participating ShopRite store (one (1) per store). Odds of winning an Instant Win Game prize for the ShopRite Prize Pool that is not allocated for each individual participating ShopRite store depend on the number of eligible Instant Win Game plays divided by the number of prizes available. Total ARV for all ShopRite prizes: \$15,424.90.

**Meijer Prize Pool:**

Quantity	Description	ARV
2	Cooler	\$399.99
5	\$75 StubHub Gift Card. StubHub is not a sponsor of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.	\$75.00
5	\$75 Meijer gift card	\$75.00
3	Grilling Utensils	\$57.77
10	\$50 Meijer gift card	\$50.00
10	\$50 StubHub Gift Card. StubHub is not a sponsor of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.	\$50.00
3	Portable grill	\$34.99
15	\$25 Meijer gift card	\$25.00
15	\$25 StubHub Gift Card. StubHub is not a sponsor of the rewards or otherwise affiliated with this	\$25.00

	company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.	
50	\$10 Fanatics Online Gift Certificate. Fanatics is not a sponsor of the rewards or promotion or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.	\$10.00

Except where noted, odds of winning an Instant Win Game prize depend on the number of eligible Instant Win Game plays for each Prize Pool divided by the number of prizes available for each applicable Prize Pool.

For All Prizes: Terms and conditions of gift cards and digital gift codes apply. No cash equivalent and all 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. Limit of one (1) Instant Win Game prize per person. TOTAL ARV OF ALL PRIZES: \$50,518.45.

**9. Release:** By entering the Instant Win Game, each participant agrees to indemnify, defend, release and hold harmless the Promotion Entities, and their respective subsidiaries, affiliates, suppliers, distributors, partners, 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 and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of your participation in the Promotion or resulting directly or indirectly, from your acceptance, possession, use, or misuse of any prize awarded in connection with the Promotion, including, without limitation, personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

**10. Publicity:** Except where prohibited by law, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, statements, social media posts, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment, notice or consideration.

**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, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right 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 or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be: (a) violating the Official Rules; or (b) violating the terms of service, conditions of use and/or general rules or guidelines of any Sponsor or Administrator property or service. Any person who supplies false information, obtains entries by fraudulent means, or is otherwise determined to be in violation of these Official Rules in an attempt to obtain any prize will forfeit any prize won and may be prosecuted to the full extent of the law. Any attempt by any person to 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.

**12. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, including errors or typos in these Official Rules or any Instant Win Game-related communication or materials, whether caused a Released Party or by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software, failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications or entry information, any error, omission, interruption, deletion, defect, delay in operation or transmission, failures or technical malfunction of any computer online systems, servers, providers, computer equipment, software, email, players or browsers, whether on account of technical problems, traffic congestion on the Internet or at any website, or on account of any combination of the foregoing; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; (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 or use or misuse of any prize or (6) late, lost, misdirected, illegible, incomplete or mutilated entries or for theft, destruction or unauthorized access to, or alteration of entries. 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. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**13. Dispute Resolution:** You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Promotion or the Official Rules, will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator, Sponsor or ESPN arising out of, connected to, or in any way related to the Promotion or the Official Rules, you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules. You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of you, Administrator, Sponsor, and ESPN to litigate claims in court and you, Administrator, Sponsor, and ESPN each agree to waive your respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator, Sponsor, or ESPN in any state or federal court. You agree that if you do sue in state or federal court, and Administrator, Sponsor, or ESPN brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator, Sponsor, and ESPN in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer Arbitration Rules effective September 1, 2014 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You

agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator, Sponsor, or ESPN. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

You agree that you will not file a class action or collective action against Administrator, Sponsor, or ESPN, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, Sponsor, or ESPN agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator, Sponsor, and ESPN agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, Sponsor, and ESPN in connection with the Promotion, or any claim or dispute that has arisen or may arise between you, Administrator, Sponsor, and ESPN shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be Oakland County, Michigan. This arbitration provision shall survive conclusion, modification or termination of the Promotion and suspension, revocation, closure, modification, or amendments to the Official Rules, and any aspect of the relationship of the parties relating to or arising from participation in the Promotion.

**14. Entrant's Personal Information:** Information collected from entrants is subject to the Sponsor's Privacy Policy (<http://www.generalmills.com/Company/privacy-policies/privacy-policy-US>) and Administrator's Privacy Policy (<http://www.helloworld.com/privacy-policy>).

**15. Winner List:** For a winner list, visit <http://bit.ly/2Ytvj3P>. The winner list will be posted after winner confirmation is complete.

**16. Miscellaneous:** The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or company, or the inclusion of a product or service as a prize, does not imply any association with or endorsement by such individual, group or company or the manufacturer or distributor of such product or service and, except as otherwise indicated, no association or endorsement is intended or should be inferred. The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. For entrants, to the extent there is a conflict between these Official Rules and any terms of use or other agreement posted on the website, these Official Rules control.

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## **Appendix A**

Totino's  
Reese's Puffs  
Gardetto's  
Chex Mix  
Pillsbury  
Honey Nut Cheerios  
Chex  
Old El Paso  
Betty Crocker  
Cheerios  
Bugles  
Cinnamon Toast Crunch  
Total Raisin Bran  
Trix  
Kix  
Cookie Crisp  
Golden Grahams  
Wheaties  
Fiber One  
Lucky Charms  
Oatmeal Crispy Cereal  
Cocoa Puffs  
Raisin Nut Bran