

FLAVOR OF THE GAME

Official Rules & Terms and Conditions

Sponsored by La Costeña | fotg.mexicorico.com

Campaign Period: April 8 – May 22, 2025

1. AGREEMENT TO OFFICIAL RULES

By participating in the Flavor of the Game contest ('Contest') hosted at fotg.mexicorico.com ('Website'), you agree to be bound by these Official Rules and Terms and Conditions ('Rules'). If you do not agree to these Rules, do not participate. The Contest is sponsored by La Costeña ('Sponsor').

2. ELIGIBILITY

To be eligible to participate in and win prizes in the Contest, you must:

- Be a legal resident of the fifty (50) United States or the District of Columbia;
- Be 18 years of age or older at the time of entry;
- Have internet access and a valid email address;
- NOT be an employee, officer, director, agent, or representative of La Costeña, Vilore Foods Company, or any of their respective parents, subsidiaries, affiliates, advertising or promotion agencies, or any other company or individual involved in the design, production, execution, or distribution of the Contest (collectively, 'Contest Entities'), or an immediate family member (spouse, parent, sibling, child) or household member of any such person.

IMPORTANT: Participating macro influencers (Team Captains), micro influencers, and nano influencers who are compensated participants are NOT eligible to win any campaign prizes. Their participation is limited to their contracted ambassador role.

3. CONTEST PERIOD

The Contest begins on April 8, 2025 at 12:00 AM Eastern Time ('ET') and ends on May 22, 2025 at 11:59 PM ET ('Contest Period'). The Sponsor's computer is the official timekeeping device for the Contest.

The Contest is structured across 7 weeks with the following schedule:

Week 1: April 8 – April 14, 2025

Week 2: April 15 – April 21, 2025

Week 3: April 22 – April 28, 2025

Week 4: April 29 – May 5, 2025

Week 5: May 6 – May 12, 2025

Week 6: May 13 – May 19, 2025

Week 7 / Final: May 20 – May 22, 2025

4. HOW TO ENTER — NO PURCHASE NECESSARY

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A purchase will not increase your chances of winning.

To participate in the Contest:

- Visit fotg.mexicorico.com during the Contest Period;
- Create a free account and register as a participant;
- Select one of the four Clubs: Salsa Flavor United, Chipotle Smokeforce, Jalapeño Spice Alliance, or Beans Savory Squad;
- Complete Micro-Challenges (trivia questions and scavenger hunts) organized in 4 Blocks to earn points and unlock Macro Challenges;
- Submit original recipe content (video or photo) for Macro Challenges (Phases 1–3 and the Final Phase) using your Club's featured La Costeña ingredient;
- Earn cumulative points on the real-time leaderboard throughout the Contest Period.

5. THE FOUR CLUBS

Upon registration, each participant selects one Club. Club selection is final and cannot be changed after registration. Each Club is assigned a featured La Costeña ingredient that must be used in Macro Challenge submissions (Phases 1–3):

- Salsa Flavor United — Featured Ingredient: La Costeña Salsa
- Chipotle Smokeforce — Featured Ingredient: Chipotle Peppers in Adobo
- Jalapeño Spice Alliance — Featured Ingredient: Whole or Sliced Jalapeños
- Beans Savory Squad — Featured Ingredient: Refried or Whole Beans

The Final Phase (Flavor of the Game) is open to ANY La Costeña product, with no Club restrictions.

6. CHALLENGE STRUCTURE & SCORING

Micro-Challenges (Trivia & Scavenger Hunts)

The Contest includes 15 Micro-Challenges organized into 4 Blocks. Speed-based trivia challenges include timers (5–12 seconds). Scavenger hunt challenges have no timer. Completing each Block unlocks the corresponding Macro Challenge (content submission phase). Points are awarded for completion of Micro-Challenges as indicated on the Website.

Macro Challenges (Content Submission Phases)

There are three themed phases plus one Final Phase:

- Phase 1 — The Starter Botana: Create a quick appetizer or botana using your Club's featured ingredient. Submissions accepted during Weeks 1–2.
- Phase 2 — The Shareable Spread: Build a watch-party-friendly dish using your Club's featured ingredient. Submissions accepted during Weeks 3–4.

- Phase 3 — Upgrade the Classic: Elevate a classic game-day dish using your Club's featured ingredient. Submissions accepted during Weeks 5–6.
- Final Phase — Flavor of the Game: Create your ultimate game-day dish using ANY La Costeña product. Open to all participants. Determines Grand Prize eligibility. Submissions accepted during Week 7 (May 20–22, 2025).

Scoring

Points accumulate on a real-time leaderboard throughout the Contest Period. Scoring is based on:

- Base completion points for Micro-Challenges and Macro Challenge submissions;
- Panel bonus points awarded by a judging panel for quality and creativity;
- Quality deductions may apply for low-effort, reused, or non-compliant content;
- The Final Phase carries the highest point weight and heavy judge weighting.

In the event of a tie in leaderboard standings, tiebreakers will be determined first by submission timestamp (earlier submission wins). For weekly prize draws, tied teams may be resolved via randomized digital drawing at the Sponsor's discretion.

7. SUBMISSION REQUIREMENTS

All Macro Challenge submissions must comply with the following:

- Feature at least one La Costeña product (Club-assigned ingredient for Phases 1–3; any La Costeña product for the Final Phase);
- Be entirely original content created solely by the participant;
- Be submitted in video (30–60 seconds) or photo format with a short recipe description, as specified per phase;
- Not contain any material that is obscene, defamatory, offensive, or that infringes upon any third-party intellectual property rights;
- Not feature any identifiable persons other than the participant without their documented consent;
- Not have been previously published or submitted to any other contest or promotion;
- Comply with all applicable federal, state, and local laws.

By submitting content, participants grant La Costeña and Vilore Foods Company a perpetual, worldwide, royalty-free, non-exclusive license to use, display, reproduce, distribute, and create derivative works from the submission for promotional and marketing purposes across all media channels, without further compensation.

8. PRIZE STRUCTURE

Weekly Prizes

Each week of the 7-week Contest Period, the Club with the leading cumulative leaderboard score earns weekly prize entries for all eligible members of that Club. Weekly prize drawings occur as follows:

- 5 winners selected per week from the leading team;
- 7 weeks of prize drawings = up to 35 weekly prize winners;
- Weekly prize items include La Costeña merch, and other items as specified on the Website;

- Approximate retail value of weekly prizes varies; see Website for current prize details.

Grand Prize

The Grand Prize winner will be determined based on the Final Phase (Flavor of the Game) submission, evaluated by a panel of judges. The Grand Prize includes:

- 2 (two) World Cup tickets (match(es) to be determined by Sponsor);
- Travel and accommodation allowance (up to a specified amount as detailed on the Website);
- Additional prizes as specified on the Website.

Approximate Retail Value (ARV) of Grand Prize: Up to \$15,000. Actual value may vary based on specific match selection and fulfillment details.

Total Prize Opportunities

There are 88 total chances to win prizes throughout the Contest Period, consisting of weekly prize entries and the Grand Prize. Odds of winning depend on the number of eligible participants and their respective point standings.

Prize Conditions

- Prizes are non-transferable and no substitution or cash equivalent is permitted, except at the Sponsor's sole discretion.
- All federal, state, and local taxes on prizes are the sole responsibility of the winner.
- Winners may be required to complete and return an Affidavit of Eligibility, Liability Release, and, where lawful, a Publicity Release within 7 days of notification.
- Failure to return required documents within the specified time may result in prize forfeiture and selection of an alternate winner.

9. WINNER NOTIFICATION & ANNOUNCEMENT

The Grand Prize winner will be announced on or around May 22, 2025 on the campaign website and La Costeña social media channels. Weekly prize winners will be notified via the email address provided at registration within 5 business days following the close of each week.

Sponsor is not responsible for any failure of a winner to receive notification due to spam filters, incorrect email addresses, or other technical issues. If a potential winner cannot be contacted, is ineligible, or fails to claim their prize within the specified time, an alternate winner may be selected.

10. USER-GENERATED CONTENT & INTELLECTUAL PROPERTY

By submitting content to the Contest, participants warrant and represent that:

- They are the sole author and owner of all submitted content;
- The submitted content does not infringe upon any copyright, trademark, trade secret, privacy right, or any other intellectual or proprietary right of any third party;
- They have obtained all necessary rights, consents, and permissions for any third-party materials included in their submission.

Participants grant the Sponsor a perpetual, irrevocable, worldwide, royalty-free license to use, publish, display, adapt, and distribute submitted content across all media, including but not limited to the campaign website, social media platforms, digital advertising, and future marketing materials.

11. PRIVACY & DATA USE

Personal information collected from participants in connection with this Contest will be used by the Sponsor to administer the Contest, notify winners, and, with the participant's consent, for marketing communications. The Sponsor's Privacy Policy, available at fotg.mexicorico.com, governs the collection and use of personal data.

By registering, participants consent to the collection and use of their name, email address, and contest activity data for the purposes described above. Participants may opt out of marketing communications at any time.

12. PROHIBITED CONDUCT

Participants may not:

- Use automated scripts, bots, macros, or any other unauthorized means to participate in or gain an advantage in the Contest;
- Create multiple accounts or otherwise attempt to obtain more entries than permitted;
- Tamper with or disrupt the Contest website, platform, or leaderboard;
- Submit content that infringes third-party rights or violates applicable laws;
- Engage in any fraudulent, deceptive, or dishonest conduct in connection with the Contest.

The Sponsor reserves the right to disqualify any participant who violates these Rules or engages in any conduct deemed harmful, inappropriate, or contrary to the spirit of the Contest. Any disqualified participant may be prohibited from future participation in Sponsor contests.

13. LIMITATION OF LIABILITY & RELEASE

By participating in the Contest, participants agree to release, discharge, and hold harmless the Sponsor, Vilore Foods Company, their respective affiliates, subsidiaries, officers, directors, employees, agents, and successors from any and all claims, damages, or liability arising from or in connection with participation in this Contest or the receipt, use, or misuse of any prize.

The Sponsor is not responsible for: (a) lost, late, incomplete, illegible, or misdirected entries; (b) any error, omission, interruption, defect, or delay in operation or transmission; (c) technical or network failures; (d) any injury or damage to persons or property; or (e) any other matters beyond the Sponsor's reasonable control.

14. SPONSOR'S RIGHT TO MODIFY OR CANCEL

The Sponsor reserves the right, in its sole discretion, to modify, suspend, or terminate the Contest at any time for any reason, including if fraud, technical failures, or any other factor beyond the Sponsor's

reasonable control impairs the integrity of the Contest. In such an event, the Sponsor will provide notice on the Website and determine an equitable resolution.

15. GOVERNING LAW & DISPUTES

These Rules and the Contest shall be governed by the laws of the State of Texas, without regard to conflicts of law principles. Any disputes arising out of or relating to the Contest shall be resolved exclusively in the state or federal courts located in Bexar County, Texas, and participants consent to personal jurisdiction in such courts.

TO THE EXTENT PERMITTED BY APPLICABLE LAW, PARTICIPANTS WAIVE ANY RIGHT TO PARTICIPATE IN A CLASS ACTION LAWSUIT OR CLASS-WIDE ARBITRATION IN CONNECTION WITH THE CONTEST.

16. GENERAL CONDITIONS

- These Rules constitute the entire agreement between the participant and the Sponsor with respect to the Contest and supersede all prior agreements.
- If any provision of these Rules is found to be unenforceable, the remaining provisions shall remain in full force and effect.
- Sponsor's failure to enforce any term shall not constitute a waiver of that term.
- This Contest is void where prohibited or restricted by law.

17. SPONSOR

La Costeña / Vilore Foods Company

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