

**WILLIAM K. BUSCH BREWING COMPANY
FIND THE GOLDEN HOP AND WIN CAMPAIGN RULES
MAY 28 - JULY 31, 2018**

OFFICIAL RULES

ELIGIBILITY

Our “Find the Golden Hop and Win” sweepstake (the “Sweepstakes”) is open only to legal residents of Missouri, Kansas and Illinois who are at least twenty-one (21) years of age. Employees of the WILLIAM K. BUSCH COMPANY or KRÄFTIG AND IT’S AFFILIATES are not eligible. Subject to all applicable federal, state, and local laws and regulations. Void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Administrator’s decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

SPONSOR/ADMINISTRATOR

Sponsor: William K. Busch Brewing Company, 8047 Litzsinger Road, St. Louis, MO 63144

Administrator: William K. Busch Brewing Company, 8047 Litzsinger Road, St. Louis, MO 63144

TIMING

The Sweepstakes begins on May 28, 2018 at 12:00 p.m. and ends on July 31, 2018 at 12:00 p.m. (the “Promotion Period”).

HOW TO ENTER

Find a Golden Hop sticker in any 30 pack or 12 pack Kräftig or Kräftig Light package and post on any Kräftig social media site (@enjoykraftig) and win one piece of Kräftig merchandise. Participant must post a photo of themselves with the Golden Hop on social sites to win. Each participant may enter one (1) time during the Promotion Period. Multiple entrants are not permitted. Any entrant attempting to obtain, or successfully obtaining more than the stated number of entries by using multiple/different email addresses or physical addresses will be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Administrator has sole discretion in determining the validity and acceptance of proof.

Alternate Entry:

Alternatively you may enter the Sweepstakes without making a purchase, by visiting www.kraftig.com/goldenhop and submitting your name and email address via our website. 50 random winners will be chosen to win Kräftig gear at the end of the Sweepstakes.

PRIZES

One piece of Kräftig merchandise (t-shirts, hats, up to a \$20 value) will be mailed via USPS to winners. Winners must:

- Post a photo of themselves holding the Golden Hop on either Facebook, Twitter or Instagram;
- Winner must be able to be direct messaged by Kräftig on the platform in which they post the photo;
- Entitles winner to one regular size entree (no upgrades); and
- Winner agrees to release photos and any videos posted to the William K. Busch company for use.
- A total of 500 prizes will be given. If more than 500 entries are received, the first 500 will receive prizes.

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 monetary value if the designated prize should become unavailable for any reason. Odds of winning prize depend on the number of eligible entries received during the Promotion Period.

PRIZE REDEMPTION

One piece of Kräftig merchandise will be mailed via USPS to winners.

PUBLICITY

Except where prohibited, participation in the Sweepstakes constitutes 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.

GENERAL CONDITIONS

Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. 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 to be acting in violation of these Official Rules 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 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.

LIMITATIONS OF LIABILITY

The Sponsor and Administrator are not responsible for (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost or undeliverable email or mail; or (6) 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 Sweepstakes or receipt or use of misuse of the prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that, if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, in its sole discretion, may elect (but is not obligation to) or hold a random drawing from among all eligible entries received up to the date of the discontinuance for the prize offered herein. No more than the stated number of prizes will be awarded.

Also note that Facebook does not endorse or sponsor the Sweepstakes and is released from any obligation or responsibility for the Sweepstakes.

Sponsor and Administrator reserves the right, and sole discretion, to cancel Sweepstakes at any time, with or without notice to entrants, and for any reason as determined by Sponsor and Administrator.

WINNER LIST

For a winner list, visit www.kraftig.com. The winner list will be posted after winner confirmation is complete.

THIS SWEEPSTAKES IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

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