



CONTEST

“Three times a day x Rachelle Béry”

Contest Rules

The Contest « **Three times a day x Rachelle Béry** » (the « **Contest** ») is taking place on the Instagram page of Rachelle Béry (“Rachelle Béry”) and Trois fois par jour (“Trois fois par jour”), as well as in all Rachelle Béry stores. It is organized by Sobeys Capital Inc. (the “**Contest Organizer**”).

The Contest begins on Thursday, May 21, 2026, at 12:00 a.m. Eastern Time (ET) and runs until Tuesday, June 30, 2026, at 11:59 p.m. (ET) (the “**Contest Period**”).

1. ELIGIBILITY

TO BE ELIGIBLE TO ENTER THE CONTEST, you must:

- be a resident of Québec;
- have reached the age of majority in your province of residence at the time of Contest entry (an “**Eligible Entrant**”);
- have a valid and active Instagram account.

EXCLUSIONS: Employees, representatives and/or agents of the Contest Organizer, their parent companies, affiliates of Rachelle Béry Stores, non-participating affiliated grocers and any other entity involved in the development, production, implementation, administration, or execution of the Contest (collectively, the “**Affiliated Parties**”), as well as, respectively, any person with whom an Excluded Entrant is domiciled or any member of their immediate family (each an “**Excluded Entrant**”). For the purposes of the Contest Rules (the “**Rules**”), the term “immediate family” includes the father, mother, brother, sister, child, husband, wife, or common-law partner of an Excluded Entrant. For clarity, an Eligible Entrant who is not an Excluded Entrant is hereinafter referred to as an “**Entrant.**”

Each Entrant shall enter exclusively on their own behalf and act for their sole personal benefit.

2. HOW TO ENTER

NO PURCHASE NECESSARY

Internet access and a valid email address are required to register for and participate in the Contest (the “Entry”).

To enter the Contest, you must:

- Follow the Rachelle Béry and Trois fois par jour Instagram pages;
- Like the Trois fois par jour x Rachelle Béry contest post;
- Comment by telling us why you like your Rachelle Béry store.

To be valid, your Entry must comply with all the requirements of the Rules, be submitted using the official Entry form, and be received during the Contest Period. Under no circumstances will the Contest Organizer be responsible for late submissions, including delays caused by technical issues related to the website. By submitting a no-purchase entry, the Contest Organizer considers that you have read and accepted these Rules and agree to comply with the requirements for no-purchase entry set out in these Rules.

Limit of one (1) valid email address per Participant. Limit of one (1) Entry per person for the entire Contest Period.

3. PRIZE AND APPROXIMATE RETAIL VALUE

There are six (6) Prizes available to be won in this Contest (each a “Prize,” collectively the “Prizes”). Each Prize has an approximate retail value of five hundred dollars (\$500 CAD) and consists of one (1) Rachelle Béry gift card.

The gift card is valid at all participating stores in Canada only (Sobeys, Safeway, IGA, IGA Extra, Garden Market IGA, Foodland, Price Chopper (Ontario), FreshCo, Chalo! FreshCo, Thrifty Foods, Lawtons Drugs, Les Marchés Tradition, Marché Bonichoix, Rachelle Béry Needs, and Fast Fuel). The gift card may be used for any in-store purchase, except for the purchase of other gift cards issued by the company, the purchase of fuel at Safeway Fuel, or where prohibited by law.

The gift card has no expiration date and is not subject to inactivity or other fees. You can check your gift card balance in store or by calling 1-800-832-0717. Protect your gift card as you would cash. The balance of a gift card cannot be replaced if it is lost, stolen, damaged, or used without your consent. The gift card cannot be redeemed for cash, except in Quebec where provincial laws stipulate that when the balance of a gift card is less than \$5, a customer must be refunded in cash upon request.

If a customer returns an item purchased using a gift card, the amount will be refunded to the customer's gift card, unless the amount is less than \$5. In that case, the customer will receive a cash refund.

The total value of the Prizes offered in this Contest is three thousand dollars (\$3,000 CAD).

The Prize will be sent to the winner by the Contest Organizer to the address provided in the Entry form.

NOTES REGARDING PRIZES

GENERALITIES. The Prizes may not be identical to the photos or images used in the advertising and promotional material of the Contest, including print advertisements, websites and electronic banner advertisement. Each prize must be accepted as awarded and may not be transferred, assigned or exchanged for cash (unless expressly authorized by the Contest Organizer at his sole discretion). No substitution will be permitted, except at the discretion of the Contest Organizer. The Contest Organizer reserve the right, at his sole discretion, to substitute the prize, or any portion thereof, with another prize of equal or greater value, including, at the sole discretion of the Contest Organizer, a cash award.

4. WINNER SELECTION

There will be six (6) draws (each a "Draw," collectively, the "Draws") conducted by Trois fois par jour at approximately 10:00 a.m. (ET) on the following dates:

- Tuesday, May 26, 2026
- Tuesday, June 2, 2026
- Tuesday, June 9, 2026
- Tuesday, June 16, 2026
- Tuesday, June 23, 2026
- Tuesday, June 30, 2026

Limit of one (1) Prize per Selected Participant, per household, for the entire Contest Period.

CONTACTING SELECTED ENTRANTS

An Affiliated Party or a designated representative will make at least two (2) attempts to contact the Selected Entrant by email (using the information provided on the entry form) within seven (7) days following the Draw Date (September 18, 2023). If, after forty-eight (48) hours following the first communication, it has not been possible to contact the Selected Entrant, or if the notice sent to the Selected Entrant is returned as undeliverable, the Entrant in question will, at the sole discretion of the Contest Organizer, be disqualified (and will forfeit all rights to the prize in question). In such cases, the Contest Organizer reserve the right, at their sole discretion and if

time permits, to randomly select another eligible entrant from the remaining Eligible Entries (in which case the provisions of this section shall apply to the new selected entrant).

BEFORE BEING CONFIRMED AS A PRIZE WINNER, each Selected Entrant must:

- correctly answer, unaided, a mathematical skill-testing question;
- sign and return, within twenty-four (24) hours of receiving notice, the Affiliated Parties' declaration, and release form (the "**Release Form**") in which (among other things) the Selected Entrant confirms compliance with these Rules, and acknowledges acceptance of the Prize as awarded;
- consent to the publication, reproduction or other use of the Contest Organizer's name, address, voice, image, statements in connection with the Contest, as well as any photograph, video, recording and/or filming, or on its behalf, for the purpose of advertising or other promotional or commercial use by or on behalf of the Contest Organizer, in any existing or future medium, including print, radio, television and the Internet, without further notice, additional remuneration, or the right to control its share;
- provide photo ID upon request.

If it is not possible to contact the selected Participant in the manner described in the "CONTACTING SELECTED ENTRANTS" section, if the Selected Entrant: a) incorrectly answers the skill-testing question, b) fails to return the duly completed Release Form within the prescribed period, c) fails to accept (or refuses to accept) the Prize as awarded for any reason, and/or d) is determined to have violated these Rules (as determined by the Contest Organizer at their absolute discretion), they will be disqualified (and will forfeit the prize) and the Contest Organizer reserve the right, at their sole discretion and if time permits, to randomly select another Eligible Entrant from the remaining Eligible Entries received (in which case the provisions of this paragraph shall apply to the new selected entrant). Limit of one (1) Prize per Entrant per household.

ODDS OF WINNING

The odds of winning depend on the number of Eligible Entries received at the time of the draw during the Contest Period, in accordance with these rules.

5. TERMS AND CONDITIONS

All Entries become the property of the Contest Organizer.

The Contest is subject to all applicable federal, provincial, and municipal laws and regulations. The decisions of the Contest Organizer are final and not subject to appeal in all matters related to this Contest, including any decision regarding the validity or disqualification of Entries or Participants. By participating in this Contest, you agree to be legally bound by the terms and conditions of these Rules. ANY PERSON FOUND TO HAVE VIOLATED THESE RULES FOR ANY REASON WHATSOEVER MAY BE DISQUALIFIED AT ANY TIME, AT THE SOLE DISCRETION OF THE CONTEST ORGANIZER.

By participating in the Contest, you agree to release the Contest Organizer, the related parties, and their respective affiliated entities, officers, directors, employees, mandataries, agents, representatives, successors, and assigns (collectively, the "Releasees") from any and all liability and obligation: (i) in connection with your participation in the Contest; (ii) for any website malfunction during the Contest; (iii) for any technical problems or failures affecting telephone lines or networks, online computer systems, servers, access providers, computer equipment, or software; (iv) for any fraudulent calls; (v) for any delay or inability to act resulting from events beyond the control of the Releasees, including, without limitation, strikes, lockouts, or other labour disputes; (vi) for any Entry not received for any reason whatsoever, including technical issues or Internet or website congestion; (vii) for any damage to a Participant's or third party's computer or other device resulting from participation in the Contest; (viii) for the awarding, use, or misuse of any Prize, in whole or in part; (ix) for any Prize lost, misdirected, or damaged during shipping; (x) in connection with any situation that may limit or prevent any person from reading the Contest rules; and (xi) for any combination of the foregoing.

Furthermore, by accepting a Prize, the winner releases the Releasees from any and all liability, obligations, claims, actions, costs, or damages of any kind arising from participation in the Contest or related to the acceptance or use of a Prize, including, without limitation and subject to applicable law, any injury, death, property damage, or loss. Upon acceptance of the Prize, all obligations related to it become the responsibility of the service providers, to the full release of the Releasees.

The Contest Organizer reserves the right to withdraw, amend, or suspend this Contest (or modify these Rules) in any way due to error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure, or any other cause. Any deliberate attempt to damage a website or undermine the legitimate operation of this Contest (as determined solely by the Contest Organizer) is a violation of criminal and civil laws. In such cases, the Contest Organizer reserves the right to seek remedies and damages to the fullest extent permitted by law. The Contest Organizer also reserves the right to cancel, modify, or suspend this Contest, or amend these Rules in any way, in the event of an accident, printing error, administrative error, or any other error whatsoever, or for any other reason, without prior notice or obligation. Without limiting the generality of the foregoing, the Contest Organizer reserves the right, at its sole discretion, to administer an additional skill-testing question if deemed appropriate under the circumstances and/or to comply with applicable law.

The Contest Organizer reserves the right, at its sole and absolute discretion, to modify without prior notice the Contest schedule or any of the dates indicated in these Rules, when necessary, to verify compliance of any Participant or Entry with these Rules, or due to technical issues or any circumstances that, in the opinion of the Contest Organizer and at its sole discretion, may affect the proper administration of the Contest in accordance with these Rules, or for any other reason.

By participating in this Contest, each Participant authorizes the Contest Organizer and its agents and/or representatives to collect, use, and share the personal information provided in their Entry solely for the purposes of administering the Contest and awarding the Prize, including, without

limitation, contacting the Participant regarding the Contest and their Entry. You may also receive additional communications from the Contest Organizer and/or third-party partners (as applicable) regarding their products, services, upcoming contests, and promotional offers if you consent to receive such communications on the Contest website. You may withdraw your consent at any time, during or after the Contest, by following the unsubscribe instructions included in such communications. Please consult <https://corporate.sobeys.com/fr/privacy-policy> for details regarding Sobeys' privacy policy on the use of personal information.

The Contest Rules are available at <https://www.rachellebery.ca/fr/concours/>. The names of the Contest winners will be available at <https://www.rachellebery.ca/fr/concours/> within thirty (30) days following June 30, 2026, for a minimum period of ten (10) days.

In the event of any discrepancy or inconsistency between the French version of these Rules and any statements or other materials related to the Contest, including the Entry form, website, English version of these Rules, and/or point-of-sale, television, print, or online advertising, the French version of these Rules shall prevail to the extent permitted by law.

This Contest is not administered or sponsored by [rachellebery.ca](https://www.rachellebery.ca). Any questions, comments, or complaints regarding the Contest must be directed to the Contest Organizer and not to [rachellebery.ca](https://www.rachellebery.ca). [rachellebery.ca](https://www.rachellebery.ca) and its affiliates, directors, officers, agents, and employees are not responsible for any claims arising from or related to the Contest Organizer. However, by participating in this Contest, each Participant agrees to comply with the terms of use, agreements, and other policies or guidelines governing the [rachellebery.ca](https://www.rachellebery.ca) platform and releases the Contest Organizer and its related entities, advertising and promotional agencies, employees, agents, and representatives from any liability for any damages resulting from the use of this platform.