

**TASTEMAKERS SWEEPSTAKES  
OFFICIAL RULES**

**This Sweepstakes is intended for legal residents aged 21 or older of the United States (excluding Utah and New Jersey) and the District of Columbia. Void where prohibited. Do not enter this Sweepstakes if you are not eligible and are not located in the United States at the time of entry.**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.**

The Tastemakers Sweepstakes (the “Sweepstakes”) will commence at 12:00:00 AM Pacific Time (“PT”) on January 1, 2026 (“Start Date”) and end at 11:59:59 PM PT on December 31, 2026 (“End Date”). The period between the Start Date and End Date will be referred to as the (“Sweepstakes Period”). The Sweepstakes Period will be broken out into twelve (12) separate entry periods (each, an “Entry Period”), as set forth in the Entry Period Chart (“Chart”) in Section 3 below.

- 1. SPONSOR/ADMINISTRATOR.** The Sweepstakes is sponsored by E. & J. Gallo Winery, 600 Yosemite Blvd., Modesto, CA 95354 (“Sponsor”), and is administered by Arrowhead Promotion & Fulfillment, 1105 SE 8th Street, Grand Rapids, MN 55744 (“Administrator”), for Sponsor’s Barefoot Wine brand (“Brand”).
- 2. ELIGIBILITY REQUIREMENTS.** The Sweepstakes is open to legal residents of the United States (excluding Utah and New Jersey) and the District of Columbia who are 21 years of age or older. VOID IN UTAH, NEW JERSEY, PUERTO RICO, U.S. VIRGIN ISLANDS, AND OTHER U.S. TERRITORIES AND POSSESSIONS, AND WHEREVER PROHIBITED OR RESTRICTED BY LAW. Directors, officers, employees, and agents of Sponsor, Administrator and any retail licensees, authorized licensees, wholesale licensees, distributors, and each of their respective parent and/or sister companies, affiliates, subsidiaries, advertising and promotional agencies, and all other corporations, partnerships, or other legal entities or individuals associated with the development, administration, or fulfillment of this Sweepstakes, and the immediate families of such persons (defined as spouse, child, sibling, parent, son-in-law, daughter-in-law, grandparent, so-called “step” or “half” variations of any of the preceding individuals, and all descendants and each of their respective spouses, regardless of where they live), and those living in their same households, whether or not related, are ineligible to enter, win or collect prizes in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state, and local laws, regulations, and ordinances.
- 3. TO ENTER.** The Sweepstakes begins at 12:00:00 AM PT on January 1, 2026, and end at 11:59:59 PM PT on December 31, 2026. To enter visit <https://www.taylorportwine.com/tastemakers-sweepstakes.html>, and follow the instructions to complete and submit the online entry form. Once entrant has completed the foregoing, entrant will have earned one (1) Entry (each an “Entry” and collectively the “Entries”) into that Sweepstakes Entry Period. All entries must be received by 11:59:59 PM PT by each

respective Entry Period End Date in accordance with the chart below to be eligible for entry into the Sweepstakes.

To be eligible, the Entry must be in English. Your Entry must be received within the Sweepstakes Period. Sponsor or Administrator are not responsible for lost, late, incomplete, tampered or damaged Entries or Entries that are lost or misdirected to any Junk folder or SPAM filter. All such Entries will be ineligible. Entries will not be acknowledged or returned. Entries become the property of Sponsor to be eligible for entry into the Sweepstakes.

**Entry Periods:** There will be a total of twelve (12) Entry Periods. Your Entry must be received within the dates of each Entry Period in accordance with the deadlines in the chart below.

All entries must be received by 11:59:59 PM PT on the end date of each respective Entry Period. An entry that is sent after 11:59:59 PM PT will be disqualified, and that entry attempt will not be eligible for the Sweepstakes. All NON-WINNING ENTRIES WILL NOT ROLL OVER INTO SUBSEQUENT ENTRY PERIODS.

Entry Period	Start Date of Entry Period at <b>12:00:00 AM PT</b>	End Date of Entry Period at <b>11:59:59 PM PT</b>
Entry Period 1	1/1/2026	1/31/2026
Entry Period 2	2/1/2026	2/28/2026
Entry Period 3	3/1/2026	3/31/2026
Entry Period 4	4/1/2026	4/30/2026
Entry Period 5	5/1/2026	5/31/2026
Entry Period 6	6/1/2026	6/30/2026
Entry Period 7	7/1/2026	7/31/2026
Entry Period 8	8/1/2026	8/31/2026
Entry Period 9	9/1/2026	9/30/2026
Entry Period 10	10/1/2026	10/31/2026
Entry Period 11	11/1/2026	11/30/2026
Entry Period 12	12/1/2026	12/31/2026

**Limit:** One (1) Entry per person, per Entry Period. Any person who attempts to participate by using multiple cellular numbers, multiple email addresses, multiple identities, or by using any device or artifice to participate in violation of the terms stated in these Official Rules, may be disqualified by Sponsor in its sole discretion.

Any use of robotic, repetitive, automatic, programmed or similar participation methods or agents will void such participation in the Sweepstakes. In the event of a dispute over who an Entry corresponds to, the authorized account subscriber of the cellular account or email address used to enter the Sweepstakes as of the actual time that such information was received by Administrator, will be deemed to be the entrant. The "authorized account subscriber" is defined as the natural person who is assigned the cellular telephone number or email address by the cellular telephone network associated with the cellular phone number or by the internet service

provider associated with the email address used to enter the Sweepstakes. Administrator may require an entrant to show proof of being the authorized account subscriber. Sponsor and/or Administrator are not responsible for cellular carrier or cell tower glitches or outages that result in the non-receipt of any entrant's Entry attempts. Sponsor and/or Administrator is not responsible for Entries that are garbled, corrupted, or otherwise unascertainable or incomprehensible. Entrants may be required to indicate their acceptance to the Official Rules where indicated at the time of Entry; provided, however, that any entrant's participation in the Sweepstakes constitutes, and is deemed, such entrant's full and unconditional agreement to the Official Rules and any and all decisions of Sponsor and Administrator, which are final and binding in all respects. All entrants agree to waive any right to claim ambiguity in the Sweepstakes and/or these Official Rules. Entries not in compliance with these Official Rules may be disqualified in Sponsor or Administrator's sole discretion. **If you choose to enter via a mobile device, STANDARD MESSAGE RATES AND DATA CHARGES APPLY.** Please consult the terms and conditions of your individual service plan prior to participating via a mobile device. A mobile device is not required to enter the Sweepstakes.

#### 4. WINNER SELECTION AND NOTIFICATION.

**Winner Selection** There will be one hundred twenty (120) total winners during the Sweepstakes Period. There will be ten (10) winners per each Entry Period. Winners will be determined by random drawing conducted from among all eligible Entries by Administrator on or about the end of each Entry Period date as listed in the chart below. Non-winning entries from any Entry Period will NOT roll over to any subsequent Entry Period random drawings. All decisions of Sponsor and Administrator are final and binding. All Entries are subject to verification, confirmation and compliance with the Official Rules. Odds of winning depend upon the number of eligible Entries received in accordance with the deadlines associated with the Entry Period. Limit: one (1) winner per household per Entry Period for the duration of the Sweepstakes Period.

Entry Period	Drawing Date – On or about
Entry Period 1	2/1/2026
Entry Period 2	3/1/2026
Entry Period 3	4/1/2026
Entry Period 4	5/1/2026
Entry Period 5	6/1/2026
Entry Period 6	7/1/2026
Entry Period 7	8/1/2026
Entry Period 8	9/1/2026
Entry Period 9	10/1/2026
Entry Period 10	11/1/2026
Entry Period 11	12/1/2026
Entry Period 12	1/1/2027

**Winner Notification:** Sponsor or Administrator will attempt to notify each potential winner (Potential Winner) via e-mail on or about the dates shown in the chart above. Potential

Winner must respond within two (2) days of notification attempt. Failure to respond to notification as directed within the stated time will result in forfeiture of the prize. Awarding of any prize is subject to verification of Potential Winner's eligibility and full compliance with these Official Rules. The Potential Winner will be required to complete, sign and return an Affidavit of Eligibility and a Liability/Publicity Release Form ("Affidavit and Release") within two (2) days of receiving the Affidavit and Release from Sponsor or Administrator. Failure to return the signed Affidavit and Release within two (2) days following the date of delivery thereof may result in forfeiture of the prize. If any Potential Winner cannot be contacted as specified above, or if Potential Winner fails to return the signed Affidavit and Release by the deadline specified above, or if a Potential Winner is deemed ineligible for any other reason in Sponsor or Administrator's sole discretion, the Potential Winner will be disqualified and an alternate winner may, at Sponsor or Administrator's sole discretion, be randomly selected in his/her place from among all remaining eligible Entries, time permitting.

**5. PRIZE(S) AND APPROXIMATE RETAIL VALUE ("ARV").** There will be one hundred twenty (120) prizes during the Sweepstakes Period. There will be ten (10) winners each Entry Period. The type of prize will differ depending on the Entry Period. The number of winners, ARV and prize description of each prize is described in the prize chart below.

Entry Period	Prize Description	Number of Winners	ARV of Each Prize
Entry Period 1	Branded Black Bucket Hat	10	\$15.00
Entry Period 2	Branded Black T-Shirt	10	\$15.00
Entry Period 3	2 Branded Diamond Glass Cups	10	\$15.00
Entry Period 4	Branded Corduroy Bucket Hat	10	\$15.00
Entry Period 5	Branded White T-Shirt	10	\$15.00
Entry Period 6	Branded Pitcher	10	\$15.00
Entry Period 7	Branded Black Bucket Hat	10	\$15.00
Entry Period 8	Branded White Bucket Hat	10	\$15.00
Entry Period 9	Branded Black T-Shirt	10	\$15.00
Entry Period 10	White T-Shirt	10	\$15.00
Entry Period 11	Branded Corduroy Bucket Hat	10	\$15.00
Entry Period 12	Branded 2 Diamond Glass Cups	10	\$15.00

Total ARV of all the prizes to be awarded in this Sweepstakes is \$1,750. Alcohol is not included as part of any prize. Prize will be sent to email address provided by winner after winner is verified and returns the completed Affidavit and Release. No PO boxes permitted. Unclaimed or returned prizes will not be awarded. Sponsor and the Administrator are not responsible for any legal, or other restrictions on winner's use of the prize.

Incidental expenses and all other costs and expenses which are not specifically listed as part of the prize in these Official Rules and which may be associated with the award, acceptance, receipt and use of all or any portion of the awarded prize are solely the responsibility of the winner. If any part of the prize becomes unavailable for any reason, Sponsor will not be responsible to award that part of the prize. Winner is solely responsible for any and all applicable fees and taxes associated with receipt and use of the prize. PRIZE IS AWARDED "AS

IS," "WHERE IS," WITH NO WARRANTY OR GUARANTEE EXPRESS OR IMPLIED. Prize is nonassignable, nonsubstitutable, and nontransferable. Notwithstanding the foregoing, Sponsor may, at its sole discretion, substitute cash or a prize of equal or greater monetary value.

6. **INTERNET.** If for any reason this Sweepstakes cannot be executed as planned, including but not limited to infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of this Sweepstakes, or if the Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, the Sponsor reserves the right to cancel, suspend, terminate or modify the Sweepstakes. In such event, Sponsor, at its discretion, may select winner from the eligible, non-suspect Entries fulfilling the applicable eligibility requirements prior to the event requiring termination, cancellation or suspension of this Sweepstakes.
7. **LICENSE TO ENTRY.** By submitting an Entry, you irrevocably grant Sponsor and its designated agents the royalty-free right throughout the world in perpetuity to use, re-use, copy, publish, copyright, republish in whole or in part, edit, add to, modify, and rearrange the Entry in whatever media now known or hereafter developed, for use in the advertising and promotion of Sponsor and Sponsor's products without further permission, approval, consideration or payment to the you, except where prohibited by law. You agree to sign any document requested by Sponsor to further confirm this license.
8. **LIMITATIONS OF LIABILITY AND RELEASES.** No liability or responsibility is assumed by Sponsor from entrant's participation in, or attempt to participate in, the Sweepstakes. Sponsor is not responsible for any typographical errors in the information provided by entrants, or in the announcement of prizes or these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision herein. Should any provision of the Official Rules be deemed unenforceable or invalid, the other provisions of the Official Rules shall remain in full force and effect. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor and/or Administrator. All such Entries are subject to verification. By entering or otherwise participating in the Sweepstakes and/or accepting any prize, each entrant hereby fully and unconditionally agrees to be bound by these Official Rules and the decisions of Sponsor and Administrator, or their respective designated agents, which are final and legally binding in all respects, and agrees to waive any right to claim any ambiguity in these Official Rules. The entrant also agrees to assume all risk of loss, damage, destruction, delay or misdirection of materials and mail submitted to or from Sponsor or Administrator, and further agrees that all prizes are awarded upon the condition that Sponsor, Administrator, and any of their respective parent companies, subsidiaries, officers, directors, partners, principals, partnerships, employees or agents (collectively, the "Released Parties") shall have no liability whatsoever, and each entrant agrees to release, indemnify and hold harmless the Released Parties for, any injuries, losses, or damages of any kind to persons or property, including death, sustained, in whole or in part, directly or indirectly, in connection with or resulting from acceptance, possession or use/misuse of any prize, or participation in this Sweepstakes or participation in any Sweepstakes-related activities and further acknowledges that said Released Parties have neither made, nor are in any manner responsible or liable for, any

warranty, representation or guarantee, expressed or implied, in fact or in law, relative to any prize awarded in connection with the Sweepstakes.

Sponsor and Administrator reserve the right, in their sole discretion, without prior notice or obligation and at any time, to cancel, terminate or suspend this Sweepstakes, or any portion thereof, should virus, bugs, non-authorized human intervention or other causes beyond the control of Sponsor or Administrator corrupt or impair the administration, integrity, security, fairness or proper conduct of the Sweepstakes, or for any other reason, at their sole discretion. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors, including in the Official Rules. The Released Parties are not responsible for hardware or software failures of any kind, traffic congestion in any networks, or towers, or any combination thereof, lost network connections, incomplete, garbled or delayed transmissions, whether caused by Sponsor, users, or by any of the equipment or programming associated with or utilized in the Sweepstakes, or by technical or human error which may occur and/or which may damage Sponsors' ability to receive or store Sweepstakes data, or which may damage an entrant's system in connection with the selected method of Entry, or which may otherwise limit any entrant's ability to participate and/or redeem the prizes in the Sweepstakes. In the event that any entrant's Entry attempt is not successfully received by Sponsor, that entrant's sole remedy shall be to attempt to enter the Sweepstakes once again during the Sweepstakes Period. Sponsor and Administrator reserve the right at its sole discretion, to disqualify any individual who tampers with the Sweepstakes, or the operation of the Sweepstakes, or who enters using any automatic or programmed Entry duplication method, violates these Official Rules, or otherwise engages in fraudulent or offensive conduct with respect to this Sweepstakes.

BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR RELATING TO THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

By accepting the prize, the winner agrees that Sponsor may use any and all such winners' names, cities and/or states of residence, statements, likeness, voice, photograph and/or biographical information, without limitation, for promotional purposes relating to the Sweepstakes, in any media or format, whether now known or hereafter developed, including but not limited to the internet, worldwide, in perpetuity, without further consideration or payment, where permitted by law. Should winner make any false statement in any document referenced herein, the winner will be required to promptly return to Sponsor the awarded

prize(s) received. Should any provision of the Official Rules be deemed unenforceable or invalid, the other provisions of the Official Rules shall remain in full force and effect.

9. **GOVERNING LAW & JURISDICTION.** Except where prohibited, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant, Sponsor, Administrator, and their respective agents shall be governed by and construed exclusively in accordance with the laws of the state of California without giving effect to any principles of conflicts of law of any jurisdiction. Entrants agree that any action at law or in equity arising out of or relating to this Sweepstakes, or awarding of the prize, shall be filed only in the state courts with jurisdiction over Stanislaus County, California or in federal courts in the Eastern District of California, and the entrants hereby consent and submit to the personal jurisdiction of such courts for the purposes of litigating any such action.
10. **PRIVACY.** Sponsor and its authorized agents will collect, use, and disclose the personal information you provide when you enter the Sweepstakes solely for the purposes of administering the Sweepstakes and fulfilling the prize, and by entering this Sweepstakes you consent to the collection, use, disclosure and management of your personal information for said purposes. All personal information that entrants submit will be subject to Sponsor's privacy policy. In the event of any discrepancy between Sponsor's privacy policy and these Official Rules, the privacy policy will govern and control. For a copy of Sponsor's complete online privacy policy please visit <http://www.gallo.com/legal/privacy>.
11. **NO X (formally known as TWITTER)/FACEBOOK/INSTAGRAM ASSOCIATION.** This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, X (formally known as Twitter), Facebook or Instagram. You understand that you are providing your information to Sponsor, not to X (formally known as Twitter), Facebook or Instagram. Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor and not to X (formally known as Twitter), Facebook or Instagram.
12. **OFFICIAL RULES AND WINNERS LIST.** For confirmation of the winner's name (first initial and last name) and city of residence of the winner, or for a copy of the Official Rules, send an email (must be received by 2/1/2027), to [sweeps@apfco.com](mailto:sweeps@apfco.com). Include the name of this Sweepstakes "Tastemakers Sweepstakes" and specify "Winners List" or "Official Rules" in the subject line. The Official Rules are also available at [https://social-ejg-dm.s3.us-east-1.amazonaws.com/taylor/Tastemakers+Sweepstakes+Official+Rules\\_v2.pdf](https://social-ejg-dm.s3.us-east-1.amazonaws.com/taylor/Tastemakers+Sweepstakes+Official+Rules_v2.pdf)

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#### **ABBREVIATED RULES.**

**NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** Open to legal residents of the US (excluding UT and NJ) and DC who are 21 or older. Void where prohibited. Starts at 12:00:00 AM on 1/1/26 and ends at 11:59:59 PM PT on 12/31/26. To enter visit <https://www.taylorportwine.com/tastemakers-sweepstakes.html> and follow the instructions to complete and submit the entry form. Subject to Official Rules. Official Rules available at [https://social-ejg-dm.s3.us-east-1.amazonaws.com/taylor/Tastemakers+Sweepstakes+Official+Rules\\_v2.pdf](https://social-ejg-dm.s3.us-east-1.amazonaws.com/taylor/Tastemakers+Sweepstakes+Official+Rules_v2.pdf) Sponsor: E. & J. Gallo Winery