

**OFFICIAL RULES**  
**OKTOBERFEST HACKS FROM HACKER PSCHORR SWEEPSTAKES**  
**NO PURCHASE NECESSARY TO ENTER OR WIN. MUST BE 21 YEARS OF AGE OR OLDER TO ENTER**

**ELIGIBILITY:** The Oktoberfest Hacks from Hacker-Pschorr Sweepstakes (the "Sweepstakes") begins at approximately 12:01 AM Eastern Time ("ET") on 08/15/25 and ends at 11:59:59 PM ET on 10/23/25 (the "Sweepstakes Period"). Must be 21 years of age or older at time of entry and a legal US resident. Employees of Paulaner USA ("Sponsor"), Sponsor's advertising/promotional agencies, and alcohol beverage licensees (plus immediate family members of all such employees) are not eligible to participate. The term "immediate family members" includes spouses, children, and siblings.

**HOW TO ENTER:** There are two ways to enter: (1) Scan the QR code found on any Oktoberfest Hacks from Hacker-Pschorr in-store signage, which will bring you to the Sweepstakes landing page, or (2) directly type the URL [www.pschorrthing.com](http://www.pschorrthing.com) into your browser. Once at the Sweepstakes landing page, you will need to follow these steps: (i) provide your first name, last name, and email address and agree to the Official Rules; (ii) submit the completed form. You will then be taken to another page where you will be presented with an Oktoberfest-related situation and two (2) options, one being the "hack" and the other being "wack." Select which option you think is the "hack" and you will receive a message telling you if you guessed correctly or not. You will then receive one (1) entry into that Entry Period for the Sweepstakes, regardless of whether you guessed correctly or not. The Sweepstakes Period is comprised of ten (10) entry periods (each an "Entry Period"). Each Entry Period will feature a new Oktoberfest "hack" and "wack". There is a limit of one (1) Entry per person or per email address per Entry Period for a total of ten (10) possible Entries per person or per email address during the Sweepstakes Period. Entries received during an Entry Period are eligible for the drawing only for that Entry Period. If multiple Entries are received from any one person or email address during any one Entry Period, only the first Entry will be accepted. Entries made using script, macro, or any devices intended to automate any aspect of participation will be automatically disqualified without notice. All Entries must be received by the close of an Entry Period to be eligible for the drawing for that Entry Period. No purchase is necessary to enter or win but an internet connection and email account are required. A purchase of beer will not improve chances of winning. Times of all Entry Periods are in the Eastern Time Zone. All Entries become the property of the Sponsor.

Entry Period	Start Date	Stop Date	Drawing Date (On or around)
1	08/15/25	08/21/25	08/25/25
2	08/22/25	08/28/25	09/02/25
3	08/29/25	09/04/25	09/08/25
4	09/05/25	09/11/25	09/15/25
5	09/12/25	09/18/25	09/22/25
6	09/19/25	09/25/25	09/29/25
7	09/26/25	10/02/25	10/06/25
8	10/03/25	10/09/25	10/14/25
9	10/10/25	10/16/25	10/20/25
10	10/17/25	10/23/25	10/27/25

**PRIZES AND DRAWINGS:** On or around each Entry Period's Drawing Date, three (3) winners (each a "Winner") will be randomly selected from among all eligible Entries received by the close of the applicable Entry Period. There will be a total of thirty (30) Winners. Each Winner will win the following prize package (the "Prize"): one (1) Hacker-Pschorr branded Oktoberfest T-shirt (ARV: \$12.00), one (1) Hacker-Pschorr branded mug with lid (ARV: \$13.00), and one (1) Hacker-Pschorr branded rolling cooler (ARV: \$42.00). The Approximate Retail Value ("ARV") of each Prize is \$67.00. The ARV of all Prizes is \$2,010.00. The odds of winning a Prize for each Entry Period will depend on the total number of eligible entries received during that Entry Period. All Prizes will be awarded unless there is insufficient participation or if Sponsor cannot obtain from each Winner satisfactory proof of age and residency in a timely manner, in which case

all Prizes may not be awarded. All Winners are subject to confirmation of eligibility. Winners will be notified by email and Prizes will be shipped to Winners at no cost to them. Any and all other costs and expenses not specifically mentioned herein including, but not limited to, all taxes and personal expenses, are the sole responsibility of the Winner to pay. No alcohol is being awarded as part of any Prize.

**PRIZE CONDITIONS:** Winners must be 21 years of age or older and meet residency requirements. There is a limit of one (1) Prize per person or per email account. All federal, state, and local taxes are the sole responsibility of the Winner to pay. Prizes are not transferable or redeemable for cash. Sponsor will report the value of the Prize awarded as required by law. Sponsor reserves the right, in its discretion, to substitute a Prize with a similar prize of equal or greater value or with a company check for the stated ARV of that Prize. Winners may be required to provide proof of identity, age, and legal residency. If a selected Winner does not respond to Sponsor's notification of being selected as a Winner within five (5) days from the time of Sponsor's notification, or if a Winner (i) fails to complete and return to Sponsor any requested documents within the time specified by Sponsor, (ii) is found to be ineligible, or (iii) fails to comply with the Official Rules, or (iv) declines the Prize for any reason (even after acceptance), the Winner will be disqualified and the Sponsor will select another Winner. Acceptance of a Prize constitutes permission to use the Winner's name and address (city and state only) and likeness for publicity purposes without additional compensation. No refund or compensation will be paid if the Prize or any component thereof is not used or otherwise declined. Sponsor is not responsible or liable for lost or stolen Prizes once shipped to the Winner. Prizes are non-transferable, cannot be sold or auctioned, and have no cash surrender value. No refund or compensation will be paid if a Winner does not accept the Prize as awarded. Winners may not request a cash substitute. In the event there is a difference between the actual value of a Prize and the stated ARV of that Prize, there will be no refund or reimbursement provided.

**LIMITATIONS OF LIABILITY:** Sponsor is not responsible for lost, late, delayed, inaccurate, incomplete, or misdirected entries, or for electronic, network or computer failures or malfunctions, lost or unavailable network connections, or for other hardware, software or technical errors of any kind including any injury or damage to any person's computer related to or resulting from participating in the Sweepstakes, or for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise, relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, or with respect to any Sweepstakes-related materials. Winners agree to release, discharge, indemnify, and hold harmless the Sponsor and its parent companies, affiliates, directors, officers, employees, and agents, from any claims due to any injuries, damages, or losses to any person (including death) or property, resulting in whole or in part from acceptance or use of a Prize or participation in the Sweepstakes. Sweepstakes is subject to all applicable federal, state, and local laws. Entrants agree to be bound by these Official Rules and the decisions of the Sponsor whose decisions are final. Entrants waive any right to claim ambiguity with regard to the mechanics of the Sweepstakes or the interpretation of the Official Rules. Headings are provided for convenience only. Anyone attempting to defraud or tamper with this Sweepstakes will be declared ineligible and may be prosecuted. Sponsor is not responsible or liable for any loss, damage, inconvenience, or loss of time arising out of any acts, omissions, or negligence, of any person, including, without limitation, transportation carriers, and any person providing any service or accommodation in conjunction with a Prize, or for delays or cancellations including, but not limited to, those resulting from mechanical breakdown, closings, strikes, government action, inclement weather, or Acts of God. Sponsor is not responsible for incorrect information caused by printing, technical or human errors, which may occur during the Sweepstakes. Sponsor assumes no responsibility for errors, omissions, interruptions, deletions, defects, delays, or the theft, loss, or destruction of entries. If, for any reason, the Sweepstakes is not capable of being conducted as planned because of tampering, intervention, fraud, technical failures, or any other reason (each an "Intervening Cause"), which affects the security, fairness, or proper execution of the Sweepstakes, Sponsor reserves the right to modify or cancel the Sweepstakes if prior to the end of the Sweepstakes Period, or otherwise award the Prizes through a drawing from all eligible entries received which, in Sponsor's opinion, were not affected by the Intervening Cause. Any disputes regarding this Sweepstakes shall be governed by New York law and resolved in courts located in Westchester County, New York. Any and all claims, judgments, and awards shall be limited to actual out-of-

pocket costs incurred but in no event attorney fees. Entrant waives any claim for punitive, incidental, or consequential damages. With regard to the Prizes being awarded, Sponsor makes no express or implied warranty of merchantability or fitness for a particular purpose. Any pictures used are for illustrative purposes only.

**WINNERS LIST:** For a Winners list, mail a self-addressed stamped envelope postmarked by 10/07/25 to: Oktoberfest Hacks from Hacker-Pschorr Sweepstakes Winners List, 2 Westchester Park Dr., Suite 201, White Plains, NY 10604.

**SPONSOR:** Paulaner USA LLC, White Plains, New York is the sole and exclusive Sponsor of the Sweepstakes. Persons or entities associated with any Prize awarded in the Sweepstakes do not endorse Sponsor's products and are not affiliated with the Sweepstakes. Trademarks used are the property of their respective owners. Void where prohibited.