

**“LA CUCINA DI REGINA” SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE NECESSARY TO ENTER OR WIN**

1. HOW TO ENTER: Sweepstakes begins 12:01 AM (ET) 4/13/04 and ends 11:59 PM (ET) 09/6/04 ("entry period"). To enter online, go to www.reginavinegar.com, follow the links, fully complete the online entry form and click to submit during the entry period. Limit one entry per person per day per e-mail address. Incomplete entries are ineligible. Entry must be through human submission - use of automated entry software or entry through other mechanical or automated computer means is prohibited.

2. ELIGIBILITY: Sweepstakes open to legal residents of the 50 United States (incl. DC) 18 years of age or older as of 04/13/04. Employees of the following and members of their families or households are not eligible for participation: B&G Foods, Inc., its subsidiaries, affiliates, advertising and promotion agencies and all participating prize providers. Sweepstakes subject to all applicable Federal, State, local laws and regulations. Void where prohibited by law.

Acceptance of a prize shall constitute and signify the winner's agreement and consent that B&G Foods, Inc. may use the winner's name, address, likeness, and/or prize information for advertising and promotional purposes in any media without further compensation, except where prohibited.

3. WINNER SELECTION: Winners will be selected in a random drawing during the week of 09/13/04 from among all complete and eligible entries received. Drawing will be conducted by Promotion Associates, Inc. an independent judging organization whose decisions are final and binding on all matters pertaining to this promotion. Odds of winning depend on the total number of eligible entries received. Only one prize per person, family or household. All prizes will be awarded.

4. NOTIFICATION: Potential winners will be contacted on or around 09/20/04 and will be sent a written notification letter along with an Affidavit of Eligibility and Release, Travel/Liability Release and Publicity Release, where legal. If potential winners do not respond and confirm acceptance within 7 days, prizes will be forfeited and awarded to alternate winners.

5. PRIZES: One (1) Grand Prize: A 6 day trip for two (winner + 1 guest) to Italy. Prize includes cooking lessons as well as sightseeing tours. Trip also includes round-trip, coach-class air transportation to and from a major international airport nearest the winner's home to Italy; standard double occupancy accommodations for 5 nights and 6 days; 2 meals per day; guided tours and all ground transportation at destination. No

substitutions, cash equivalents or transfer of prize permitted except at sole discretion of the Sponsor; in which the Sponsor has the right in its sole discretion to offer a different trip or prize of equal value. Approximate Retail Value (ARV) U.S. \$6,000. All taxes and

any other expenses not specified above including ground transportation to and from the winner's home/airport, are the sole responsibility of the winner. Grand Prize winner and guest must have appropriate and valid travel documents to travel on date(s) specified. Travel companion of Grand Prize winner must be 18 years of age or older, unless he/she is an immediate family member, and will be required to sign a Travel/Liability release and a Publicity Release, where legal, prior to issuance of travel documents. GRAND PRIZE TRIP MUST BE TAKEN ON OCTOBER 20 - 28, 2004 OR PRIZE WILL BE FORFEITED and another winner will be selected. Five (5) First Prizes: Stainless steel professional grade cooking set. ARV \$500 each. Ten (10) Second Prizes: Recipe book from the World's greatest chefs. ARV \$50 each. Total ARV of all prizes: \$9,000.

6. GENERAL CONDITIONS: Sponsor is not responsible for printing or typographical errors in any sweepstakes-related materials, stolen, lost, late, misdirected, damaged, incomplete or illegible entries. Sponsor, and its affiliates, subsidiaries, advertising and promotion agencies, and Internet access providers are not responsible for incorrect entry of information by entrants, or technical malfunctions of any telephone network, computer equipment, software or any combination thereof, entry materials that have been tampered with, human error, or lost/delayed data transmission; transactions that are processed late, incorrectly or lost due to computer or electronic malfunction. By entering the sweepstakes the winner agrees to waive any and all claims against the sponsor, its affiliates, employees, agents and representatives for personal injury or loss, which may occur from participation in the sweepstakes or from the receipt or use of any prize. In the event of a dispute over the identity of an Internet entrant, entry will be deemed submitted by the holder of the e-mail account at time of entry. Entry materials that have been tampered with or altered are void. No copies, facsimiles or reproductions of online entry form will be accepted. Proof of e-mailing does not constitute proof of delivery.

If Sponsor determines in its sole discretion that any suspected or actual electronic tampering with the promotion occurs, or if technical difficulties compromise the integrity of the promotion, the Sponsor, at its sole discretion, reserves the right to void any entries submitted fraudulently and cancel or modify the promotion. Should the promotion be terminated prior to the stated expiration date, notice will be posted on www.reginavinegar.com. Any attempt by an entrant or any other individual to deliberately damage any website or to undermine the legitimate operation of the promotion is in violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law.

Sponsor reserves the right, at its sole discretion, to cancel this promotion if it becomes technically corrupted such that it cannot be conducted as originally planned and select winners by random drawing from among all eligible entries received by this termination date.

If you do not wish to receive further sweepstakes opportunities, please write to the Sponsors at the address listed below. The privacy policy applicable to this sweepstakes

can be found at www.reginavinegar.com. Notwithstanding anything to the contrary set forth in such a policy, all entries received will be shared with a fulfillment house for the sole purpose of selecting and notifying winners.

7. WHO WON? Winners' names will be posted on www.reginavinegar.com after 9/24/04, and are available by sending an SASE by 9/24/04 to Regina Vinegar Sweepstakes Winners List Request, c/o Promotion Associates, Inc., 2233 Nesconset Hwy. Suite 207, Lake Grove, NY 11755.

8. SPONSORS AND ADMINISTRATOR: The Sponsor of this sweepstakes is B&G Foods, Inc., Parsippany, NJ 07054. The Administrator is Promotion Associates, Inc., Lake Grove, NY 11755.