

**Regulation Contest Prize:
(Art. Presidential Decree 430/2001)**

"Win with your tales of Chirico Grano"

Promoter

Granpastiera srl with registered office at Via Napoli F.Giordani 23 - VAT 06205261214 (The promoter will be for brevity from now on called "The Promoter").
The index Promoter in the following award competition within the meaning of Presidential Decree 430/2001 and S.S. changes.

Type of contest

"Win with your tales of Grain Chirico" (hereinafter the "Contest")

Subject Chief

Shake Up Italy Srl located in Naples in Piazza Beneventano n. 1, VAT 06078211213 (hereinafter the "Subject Delegate")

Found:

Italy, Republic of San Marino.

Recipients

All end consumers residing on Italian territory who have reached the highest age and who have purchased at least one pack of Grain Chirico in a choice of formats and / or packages available during the validity period of the event.

Duration

The competition will take place from 24:00 on 11/28/2016 at 24:00 of 28/02/2017.

Formal exclusions

Are excluded from participation in the Contest all employees and / or collaborators the Promoter and / or the Person Managing Director and / or their family members, relatives and kin, until the third degree of kinship.

The conduct of the Contest

Within the validity period of the competition, all who are in possession of the necessary requirements by paragraph "Target", will send a culinary recipe of his imagination could in this way participate in a culinary competition according to the rules set out in next paragraph.

How to participate in the competition

For the regular participation in the competition each participant must enter the site <http://www.mysocialrecipe.com/contest/vinci-con-i-tuoi-racconti-di-grano-chirico/>, fill the registration form in all its required fields and then submit your recipe fantasy, specifying ingredients and method of preparation. Under penalty of exclusion from competition will also need to accompany the recipe photo image in high resolution in which is present a package of any size Grain range Chirico.

Culinary categories for which you can send recipes are: Appetizer, Side Dish and Desserts. Each participant may submit one or more recipes for one or for all culinary categories. All recipes received will be certified with brand affixing time "Infocert" and will be published on the website and www.granochirico.it www.mysocialrecipe.com. At the discretion of the participant can be loaded also a demonstration video, it does not constitute the necessary condition for the purposes of sending participation. The sending of the recipe and l'apposizione the time stamp "Infocert" are free to participate in the competition

Jury

All recipes received in time and subject to the conditions provided for in this

Regulation will be reviewed and evaluated by a Selection Committee (the hereinafter for brevity as the "Commission") that will be formed by nr. 5 judges chosen among chefs and / or cooks of academies and / or culinary blogger and / or operators. The award judges each of the recipes received a rating on a scale from 1 (one) to 5 (five) in which 1 expresses the worst rating and 5 the best one. It will be made up as a ranking among all recipes received, which will have a score determined by the sum of the votes cast by each judge for each recipe. The votes will be cast in view of the discretionary and unquestionable evaluation criteria developed by the Commission, between the such as the originality of the recipe, the quality of ingredients, preparation techniques, competence in, the presentation of the dish, the quality of depiction. The Commission may also discretion also consider the number of views that each recipe has received on the official site. In the presence of Responsible for the Environment, Consumer and Public Faith responsible for the area will be chosen for the three categories the best three recipes (one for each category) that they will be eligible to participate in the final challenge which will be held on March 31, 2017 (or other date to be agreed) at the venue which will subsequently be communicated to the participants selected by appropriate means. For each category will also be more choices 3 reserves which will be convened in the event of unavailability of / the participant / s initially selected / s, for a total of nine names. It is understood that in the case where a participant were to be selected for two or more recipes, for the purposes of selection Preliminary will be considered the recipe that has scored the most points among those selected for the same participant. In place of the recipe possibly excluded, you will select the recipe that you will be positioned immediately standings. After the deleted and edited by another participant. The final test is to achieve its own recipe in the presence of the Commission, which proclaim the absolute best recipe, to which inventor will then be awarded the prize final. Also in this case the assignment of the prize will take place in the presence of Responsible for Consumer Protection and Public responsible for Faith territory.

Prize money and Guarantees

The award consists of a prize put 1 (one) shopping voucher of € 2,400.00 value (Duemilaquattrocentoeuro / 00) be spent either at commercial chains the Retail Food on the whole national territory (hereinafter referred to the brevity. "Prize") To guarantee the prize was carried out on 03.11.2016 in favor of the Ministry of Economic Development an insurance surety policy No. 963522 issued by Elba Assicurazioni SpA to full coverage of the total value of the prize pool, with a maturity to 30.04.2018.

Communication to the winners and collection of premiums

To 3 participants selected for the final round will receive a written notice subject of the chief by certified mail to the email address during registration or, alternatively, by registered A / R (or by hand) at master the address indicated at registration. In such communication will specify the place, day and the hour in which there will be the final test. The selected participant within the next 3 days the notice shall send to the Party Chief - SHAKE UP ITALY srl Piazza Roffredo Benevento 1 80122 Naples, or at the address pec shakeup@pec.it the Partnership Declaration and confirmation of attendance to the final round. In the event of failure or delay in the response will be deemed void and will proceed sending the communication to the first of the reserves. The Promoter is committed to support any charges for participation in all stages of the competition and / or for the use of award and given the same value might make winning the Prize illusory, including through the delivery of the prize to the address indicated by the winner. The Promoter is also committed to supporting the costs of transfer to and from their residence the place where will be held the final challenge for the three finalists. The Prize will be usable following the instructions in communication. In the case in which the use of the Prize would lead to a further expense to the consumer, considered unfair and / or disproportionate to the value itself. Prize, this will be supported by the promoter, so that no additional costs on serious winner The Promoter reserves the right to deliver the prize no later than 180 days from grant date. In particular, no later than five days from the date of receipt communication, the winner must declare of wanting to profit through written declaration to be sent by registered A / R to Shake Up srl Italy - Piazza Roffredo Benevento nr. 1-80122 Napoli or alternatively by sending an email to of shakeupitalia@pec.it email. Failure to collect the prize within 60 days the following will be considered formal waiver same. If no report is sent or in any other case where the / reward / non will / will be requested within the period prescribed and indicated in communication, this / these

will / will be donated / s in favor of non-profit NGOs Ithaca - Via Duomo 50 Napoli, C. F. 03263861217.

Right to compensation

The promoter renounces the faculty of the withholding tax claim against the winner of the Article. 30 of Presidential Decree n. 600 of 29/09/73.

Advertising and communication

The Regulation will be published in full on the official website of Grain Chirico at www.granochirico.it and on the page of the site www.mysocialrecipe.com competition and will be available to consumers at the registered office of the Promoter, the which also reserves the possibility to give wide diffusion to the event, by advertising within the participating commercial galleries, in the press, radio, television or leaflets, city outdoor advertising and / or through additional forms of advertising initiatives, press-releases, web banners of companies with Promoters such as commercial relations, including labels and also brochures apponibili on tin packaging or cooked grain glass marketed by the Promoter.

Amendment to Regulation

The Promoter reserves the right to modify, extend, reduce or simply cancel the competition for exceptional events and / or occurred, unforeseeable circumstances or force majeure greater.

Regulatory changes will be communicated to the Ministry of Development.

Income for the intended ritually forms and to consumers through appropriate means.

Privacy Policy pursuant to Legislative Decree 196/2003

The data collected and stored directly or on behalf of the Promoter by Third Parties involved, they will be used in a lawful and correct manner to achieve the purposes Contest.

The personal data will be known only by persons specifically what appointed by the Owner and / or the Manager and responsible for the performance of activities required for the proper promotional management of the operation, including the company Mysocialrecipe SRLs. In case of no indication of personal data required under Regulation, you can not participate in the operation promotional. By means of the data communication, the participant in the contest authorizes the holder to treat same for the purpose aforementioned.

The processing of personal data can be done either manually, either computerized. The personal data possessed by Granpastiera srl may be communicated to specialized companies and entities that provide the Controller with processing services or activities instrumental to that of the Data Controller or Data.

The data will be processed by Granpastiera srl:

to. in order to enable participation in the competition, manage the competition itself (Thus fulfilling the entire contents of the competition rules) and communicate the prize (all in accordance with the law on competitions).

For this purpose the treatment can also take place without the consent of the art.24 letter.

a) of Legislative Decree no. 196/03;

b. the data will always be treated as Granpastiera srl to fulfill an obligation required by law (additional to that of the Law on competition), regulations or by Community legislation and to establish or defend a right to Granpastiera Ltd. in the appropriate forums.

For these purposes the data may be processed without consent concerned in accordance with art. 24 letter. a), b), f), of Legislative Decree no. 196/03.

Also led into the data on behalf of Granpastiera srl, then treating the data for Granpastiera srl, all appointees of Granpastiera srl, (staff at internal and external competition to the Company, sales people, employees also outside the Company insiders relations with the public, administrative personnel, insiders systems information including system administrators, even outside consultants to the Company - such as computer technicians, including any system administrators, consultants Legal statements interns, marketing people even outside the company, employees and shipments also outside the company, employees with legal practices also outside the Companies, collaborators and employees responsible for the internal treatment of external managers as explained later) appointed by Granpastiera srl. will

then know the data on behalf of Granpastiera srl, then treating the data for Granpastiera Ltd., all responsible for the treatment Granpastiera Ltd. (responsible for internal and also external to Companies such as marketing and shipping companies, IT outsourcers, company bagging and shipping). Those responsible for the processing of external data to the Company.

They may process the data either directly or through employee / consultant appointed in charge (On behalf of Granpastiera Ltd.) treatment that carry out activities that these subjects external carry out on behalf of Granpastiera Ltd as well as their systems management tasks computer on which are hosted possibly the data Granpastiera srl.

Officers and managers will process data only when necessary for the performance of tasks assigned to them. The provision of data for the purposes of letter. in the present disclosure is necessary to enter the competition and the failure to do so may make it impossible to enter the contest and / or to act to win. The providing data for the purposes of letter. b of this information is necessary and failure to do so may make it impossible to enter the contest and / or to follow up on winning. The controller to which you can contact to exercise the rights under Art. 7 of D.Lgs.196 / 03 and get a full list of other controllers as well as for any information regarding the processing of data, is the Director of Granpastiera Ltd. to the Company contact: Granpastiera srl Via F. Giordani 23 80122 Napoli, tel. +39,081,193 61755, e-mail or granpastiera@pec.it info@granochirico.it. Communications be in writing should be sent to that charge and have to object "request privacy to c.a. the head of processing of data, the Sole Administrator of Granpastiera srl".

By sending the recipe, using the www.mysocialrecipe.com portal, and subscription the Privacy Policy, the consumer accepts the terms and expresses its consent to the processing of personal data pursuant to and in the manner provided for in Regulation in respect of the Legislative Decree 196/2003 by Granpastiera srl, exclusively for the same purposes of the competition.

By sending the recipe and the information on the portal subscription Privacy Policy www.mysocialrecipe.com, the consumer accepts the conditions thereof, and expresses its consent to the processing of personal data pursuant to and in the manner prescribed by Mysocialrecipe SRLs companies, in compliance with the Legislative Decree 196/2003, as specified therein.

Liability, indemnities Warranties

Any fraud or attempted fraud of this Competition will be pursued by the participant sanctioned by law and will result in immediately and irrevocably elimination from the competition.

The participant with the acceptance of this regulation represents and warrants that images and / or videos you upload are its exclusive property and thus makes indemnify the Promoter from any claim by third parties in order for these rights to be claimed with reference to photographic images and / or videos used. With the acceptance of this Regulation, the participant indemnifies the Promoter from any loss arising from any legal actions initiated by third parties, including reasonable costs legal.

Disputes

Any dispute related to the conduct of the Contest shall be referred exclusively to the Court of Naples.

Record-keeping

The original documentation will be kept by the Promoter at the office of its registered office.

Various

The consumer / participant declares to have taken note of these Regulations accepting fully and unconditionally all points.

Napoli, there November 8, 2016

For Granpastiera Ltd.

Subject Chief

Shake Up Italy srl

the Officer

Dott. Roberto Gargiulo