

Kellogg's Family Rewards® Program FAQs

COMMONLY ASKED QUESTIONS

Do I need a smartphone to collect points?

No – a smartphone is not required to participate. We intentionally updated KFR so that it is usable on multiple devices and accessible to as many people as possible.

There are five ways you can submit receipts to collect points:

- 1) Upload pictures of your receipts or scan them in to your computer – see our [“How to Upload Receipts Using a Computer” video](#) for step-by-step instructions.
- 2) Upload pictures of your receipts from our mobile site using your smartphone – see our [“How to Upload Receipts Using a Smartphone” video](#) for step-by-step instructions.
- 3) Text photos of your receipts from any mobile device with texting capability – see our [“How to Upload Receipts Using Text Message” video](#) for step-by-step instructions.
- 4) Email your receipts – see our [“How to Email Your Receipt”](#) instructions.
- 5) Mail your receipts – see our [“How to Mail Your Receipt”](#) instructions (details are also on the last page of this document)

How do I enter promotions?

Instructions for participating in our promotions will be listed on-pack and/or at the promotion website. Simply follow the instructions and have fun!

What's the difference between collecting points by uploading receipts versus adding a loyalty card?

You can collect points on purchases of all KFR-participating products, but only a limited number of retailers participate in the loyalty card method. The list of [participating retailers](#) is always changing – so be sure to check it regularly.

If a retailer isn't on the participating list (or if you choose not to add your loyalty card or membership), you can always [upload receipts](#) or [text receipts](#) for that retailer to collect points.

If you do connect a loyalty card or membership for a retailer, be sure to use your KFR-connected loyalty card or membership every time you shop to ensure you get your points for your purchases of KFR-participating products. Once a loyalty card or membership is connected for a retailer to your KFR account, you will not get points for uploaded receipts from that retailer.

Are bonus codes going away?

Please enter codes from any packages you may have by **1/31/17**. After this date, on-pack codes will no longer be accepted. From time to time, we will continue to offer bonus codes to our members.

Are there any important things I should know about the methods for collecting points?

Yes, there are a few things that you should know. Here's the important stuff:

Upload Receipt

- Receipt images need to be clear
- We need to see the entire receipt, in order, from top to bottom
- Receipts must be submitted within 30 days of purchase
- You can submit up to 5 receipts per day

Want to know more? See our [Upload Receipt page](#).

Add Loyalty Card

- Be sure to use your KFR-connected loyalty card or membership every time you shop
- Once you connect a loyalty card or membership for a specific retailer to your KFR account, you will not get points for uploaded receipts from that retailer
- You can connect up to 3 loyalty cards for the same retailer to your KFR account
- You can connect up to 11 total loyalty cards total to your KFR account

Want to know more? See our [Add Loyalty Card page](#).

COLLECT POINTS

How and why did the Kellogg's Family Rewards® (KFR) program change in June 2015?

We added more, easier ways to collect points to make KFR more convenient. You'll now be able to collect points by uploading receipts and connecting participating retailer loyalty cards and memberships to your KFR account.

Plus, we've welcomed another brand (Pringles®) and more products, so you can collect even more points! Participating products can be found [here](#).

What hasn't changed? Redeeming points for awesome rewards. In fact, we've added new rewards.

How do I collect points as a KFR member?

We've got three great options – you can submit your receipt, add retailer loyalty cards, and enter codes.

SUBMIT RECEIPT

Check out our "[How to Upload a Receipt Videos](#)" or follow our **step-by-step guide for [Uploading a Receipt](#)**. There are four methods you can use to electronically submit a receipt:

Smartphone: Log in to the mobile KFR site (m.kelloggsfamilyrewards.com) from your smartphone. Take picture(s) of an itemized receipt containing KFR-participating product(s) and upload image(s) of that receipt using the upload tool on the page. [Watch our smartphone video](#)

Text Message: Take picture(s) of an itemized receipt containing KFR-participating products using your smartphone. Enter 89332 in the "to/recipient" field of a new text message. Add the image(s) of your itemized receipt to your text message and hit "Send." We'll text back a confirmation. Not sure how? Watch this [video](#) to learn how to connect your mobile number. Standard text message and data rates apply. Please check your carrier for details. [Watch our text message video](#)

Digital Camera: Take picture(s) of an itemized receipt containing KFR-participating product(s). Save the image(s) as a .jpg, .jpeg, .png, .tiff, .gif, or .bmp file to your computer. Log in to www.KFR.com and upload the image(s) of that receipt by following the computer upload instructions. [Watch our computer video](#)

Email: Take picture(s) of an itemized receipt containing KFR-participating product(s). Create a new email using your KFR account number as the subject line. Attach image(s) of your receipt and email to submit@receipts.kfr.com. [See detailed instructions](#)

Long Receipts: We need to see the entire receipt in order from top to bottom, including all four corners. For longer receipts, take multiple pictures and upload all the images for one receipt.

Processing Time: You will receive an email when your receipt has been processed and points are added to your account. This is usually within 24 hours, but it can take up to three (3) days.

Limits:

- Receipts need to be uploaded or texted to KFR within thirty (30) days of purchase.
- Five (5) uploaded receipts per day, regardless of method
- Receipt image(s) may not exceed 10mb for any one receipt submission. No more than five (5) images can be uploaded per receipt.
- We need to see the entire receipt in order from top to bottom, including all four corners. For longer receipts, take multiple pictures and upload all the images for one receipt.

ADD LOYALTY CARD

Check out our ["How to Add a Loyalty Card" Video](#) or follow our step-by-step [Guide for Adding a Loyalty Card](#).

Connect participating retailer loyalty cards or memberships to your KFR account and you'll automatically earn points every time you make a purchase with the connected loyalty cards or memberships.

Once you connect a loyalty card or membership to your KFR account, you will not get points for **uploaded receipts** from that retailer. (If a retailer isn't on the [participating list](#), [upload receipts](#) for that retailer to collect points.)

Processing Time: It may take up to five (5) days for your card or membership to be approved and added to your KFR account. You will receive an email and a notification in [My Activity](#) (located in My Account) when your card or membership is approved.

Points from loyalty card or membership purchases will usually be added to your KFR account within 2-7 days. Please note, loyalty card or membership purchases from certain retailers could take up to 10 days to process before points are added to your account. Those retailers include:

- Giant
- Martin's
- Stop & Shop
- Paul's
- Rons
- Family Owned Markets
- Shurfine
- ShurSave
- Stauffers of Kissel Hill
- Thirtway Shop n Bag
- BJs
- Festival
- Foodtown
- Harris Teeter Food Markets
- Homeland
- Country Mart
- JustSave
- King Kullen
- Kings Super Markets
- Baesler's Market
- Tops
- Weis Markets

I shop at one of the following stores. How do I earn points for KFR with these retailers? Click on your store for more information.

Albertsons
Acme
Jewel
Shaw's/Star Market
Farm Fresh
Festival Foods
Shoppers
Hannaford
King Kullen
Redner's
Roche Bros./Sudbury Farms
Peapod

I shop at Albertsons and they recently got rid of their store card program. How can I earn points for Kellogg's Family Rewards at Alberstons?

If you still have your Albertson's store card, link it to your KFR account. You can continue to use it to earn points for KFR. Just scan your card when you buy KFR participating products and your KFR points will post to your account. We understand that not all store cashiers and service desk attendees will be aware of Kellogg's Family Rewards and may tell you that you do not need to scan your store card. However, that just applies to discounts. It is important to note that the cashier must scan your store card when checking out in order to earn points for KFR.

If you no longer have an Albertsons store card, contact the stores' customer support team at 877-932-7948 (option zero). Please let them know that you need to be issued a "Upromise keytag", which they will mail to you. Once received, link the Upromise keytag to your KFR account. KFR's technology was originally developed at Upromise.com, a site that helps families save for college. Alberstons produced these special barcoded keytags for Upromise, and they can also be linked to your KFR account. These keytags can be scanned just like store cards and should be used with every purchase. Note that you do not need to be a member of Upromise to get a Upromise keytag.

I shop at ACME, Jewel-Osco, Shaw's or Star Market and they recently got rid of their store card program. How can I still earn KFR points at these stores?

These stores have recently launched the MyMixx program, a savings and personalization program that tailors coupon and sale offers based on shopping behavior. MyMixx requires a phone number upon registration, and this phone number is what you will connect to your KFR account. Every time you shop, make sure to give the cashier your MyMixx phone number at checkout. If you don't have a MyMixx account, you can register at the following websites.

ACME: <https://secure4.mywebgrocer.com/User/Register/4056?application=UMA>

Shaw's or Star Market: <https://secure4.mywebgrocer.com/User/Register/7554?application=UMA>

Jewel-Osco: <https://secure4.mywebgrocer.com/User/Register/4059?application=UMA>

I shop at Farm Fresh, Festival Foods, or Shoppers and they don't have a store loyalty card. How can I earn KFR points at these stores?

You will need to link the "Upromise keytag" to your KFR account to earn points for household offers at these stores. The Upromise keytag is available at the customer service desk of each store. KFR's technology was originally developed at Upromise.com, a site that helps families save for college. These stores produced these special barcoded keytags for Upromise, and they can also be linked to your KFR account. These keytags can be scanned just like store cards and should be used with every purchase. Note that you do not need to be a member of Upromise to get a Upromise keytag from the customer service desk.

I shop at Hannaford and they don't have a store loyalty card. How can I earn KFR points at Hannaford?

You will need to link the number on your myHannaford sticker to your KFR account. If you do not have a sticker, you can order one from Hannaford at <http://www.hannaford.com/content.jsp?pageName=benefits>

I shop at King Kullen, Roche Brothers or Sudbury Farms and they don't have a store loyalty card. How can I earn KFR points at these stores?

You will need to link the "SavingStar keytag" to your KFR account to earn points for household offers at these stores. The SavingStar keytag is available at the customer service desk of each store. KFR's technology was originally developed at SavingStar, a digital grocery coupon service. These stores produced these special barcoded keytags for SavingStar, and they can also be linked to your KFR account. These keytags can be scanned just like store cards and should be used with every purchase. Note that you do not need to be a member of SavingStar to get a SavingStar keytag from the customer service desk.

I shop at Redner's and they don't have a store loyalty card. How can I earn KFR points at Redner's?

You will need to link the "Pump Perks card" to your KFR account to earn points for household offers at Redner's. The Pump Perks card is available at the customer service desk of each store.

I shop at Peapod, an online grocery delivery service. How can I earn KFR points at Peapod?

If you shop at Peapod in Chicago, you will need to link your Peapod Customer ID to your KFR account. If you shop at Peapod through Stop & Shop or Giant, you will need to register your store card to your KFR account.

I shop at Schnucks. How can I earn KFR points there?

You can add your eScrip Community Card to your KFR account and use it at the following Schnucks locations to earn KFR points on KFR-participating products.

2206 Barnes Blvd.	Cherry Valley	IL 61012
975 S. Annie Glidden Rd.	Dekalb	IL 60115
1810 Harlem Rd.	Loves Park	IL 61111
3134 11 th St.	Rockford	IL 61109
6410 E. State St.	Rockford	IL 61108
3150 N. Rockton Ave.	Rockford	IL 61103
2642 Charles St.	Rockford	IL 61104
2601 N. Mulford Rd.	Rockford	IL 61114
4860 Hononegah Rd.	Roscoe	IL 61073
1501 Creston Park Dr.	Janesville	WI 53545

I shop at Tadych's EconoFoods. How can I earn KFR points there?

You can add your EconoFoods MORE Card™ to your KFR account and use it at the following Tadych's locations to earn KFR points on KFR-participating products.

1000 W. Sharon Ave.	Houghton	MI 49931
1600 S. Stephenson Ave.	Iron Mountain	MI 49801
1401 O'Dovero Dr.	Marquette	MI 49855
109 S. Main St.	Brillion	WI 54110
278 S. Main St.	Clintonville	WI 54929
1250 N. 14th Ave.	Sturgeon Bay	WI 54235

I shop at Thriftway Shop n Bag. How can I earn KFR points there?

You can add your loyalty card for Thriftway Shop n Bag to your KFR account and use it at the following Thriftway locations to earn KFR points on KFR-participating products.

1080 Whthrs-Mrcrvll Rd.	Hamilton	NJ 08610
25 RTE. 31 S-Suite X	Pennington	NJ 08534
650 W. Cuthbert Blvd.	Westmont	NJ 08108

815 Dekalb St.	Norristown	PA 19454
2101-49 W. Lehigh Ave.	Philadelphia	PA 19132
2497 Aramingo Ave.	Philadelphia	PA 19125
1025 N. 2 nd St. Pike	Richboro	PA 18954

Limits:

- Once you connect a loyalty card or membership to your KFR account, you will not get points for uploaded receipts from that retailer. (If a retailer isn't on the [participating list](#), [upload receipts](#) for that retailer to collect points.)
- You may connect up to three (3) loyalty cards for the same retailer to your KFR account.
- You may connect up to eleven (11) total loyalty cards to your KFR account. If a loyalty card or membership you submit is rejected, be sure to delete it from your account to stay within your 11-card limit.

ENTER CODES***IN PACKAGES:***

Follow our step-by-step [Guide to Entering a Code](#)

You can enter codes from any packages you may have until **1/31/17**. After this date, on-pack codes will no longer be accepted.

You can enter the 16-digit alpha-numeric code(s) at https://www.kelloggsfamilyrewards.com/en_US/collect-points/enter-code.html to collect points, or you can text your code(s) to 89332 using your mobile device. Note: You must be opted in to receive text messages from KFR. Not opted in? [Opt in now](#). Standard text message and data rates apply. Please check your carrier for details.

BONUS CODES:

From time to time we will provide special promotional codes, aka Bonus Codes, to members to redeem for KFR points. Bonus codes are usually provided to members via email, Facebook, Twitter, etc., and are worth varying point values and have expiration dates. Any applicable guidelines, details and terms of use for such codes will be stated at the time the code is delivered.

Limit: Each member may enter up to twenty (20) valid codes per day, regardless of entry method.

Trouble with your code? Please [contact us](#) for assistance.

- If you can't read the code on a specially marked package with the KFR logo.
- I tried entering my code but received an error message.

Are there limits to collecting points as a KFR member?

A maximum limit of 50,000 KFR points can be collected per week, per account, regardless of the collection method used. If you reach the 50,000-point weekly limit, you cannot earn any more points for that week. Any additional attempts to collecting points for that week will be rejected.

Will my points expire?

Unfortunately, points can expire. Kellogg's reserves the right to remove all rewards points from a member's account in the event of inactivity for ninety (90) consecutive days. But you don't have to let that happen, ever! Simply log in to your KFR account at least every ninety (90) days and you'll keep your points.

How do I know how many points my Kellogg's products are worth?

Point values associated with KFR-participating products are based on size and value of each individual package. To find participating products and their point values, use the [Product Point Finder](#).

Where can I find my point balance and transaction history for the program?

We've created a dashboard for you to view My Activity, Offers, Pending Order and Order History. To see all your activity with KFR, be sure to login and go to [My Account](#).

REDEEM FOR REWARDS

What would I do with points I collect as a KFR member?

Reward yourself by redeeming your KFR points for merchandise, discounts, sweepstakes entries and other items listed in our [Rewards Catalog](#). Learn [how to redeem your points](#) for rewards.

Notes on rewards:

- We add new rewards all the time, so the [Rewards Catalog](#) will change periodically and without notice. Be sure to check it out often to see what reward items are available.
- Rewards are offered while they last and, therefore, are not guaranteed to be available, so the assortment of rewards can vary periodically.
- Some rewards may be offered as part of a special promotion or offer and may have an expiration date or other restrictions. For details on these types of rewards refer to the original communication you received for that special promotion or offer.
- All reward redemptions are subject to the [Terms and Conditions](#) of the KFR Program and any conditions or limitations stated in the Rewards Catalog.

Do you offer coupons for KFR members?

We do! We have two types of coupons: free coupons and high value reward coupons.

To print your free coupons go to our [coupon module](#). Be sure you have the latest coupon printer installed on your computer.

Or, you can redeem your KFR points for rewards coupons, which are available in the [rewards catalog](#).

When can I expect to receive my KFR Reward(s) after ordering?

Physical goods are delivered within six (6) weeks after your order is placed. For digital rewards, an email containing download information is usually sent within 24 hours of your order being placed. If this doesn't happen, please [Contact Us](#).

In order to complete certain reward orders, you need to "claim" the reward. You can do this by clicking the link within the prize claim email that you receive OR by checking out [your pending orders](#).

MANAGE YOUR PROFILE AND ACCOUNT

How do I become a KFR member?

To become a KFR member, simply [create an account](#). Once you have an account, you can log in and start collecting points by uploading receipts, adding loyalty cards or memberships and entering codes. Participants may maintain only one account and pooling of points by multiple individuals is not permitted.

See our super easy step-by-step [Join Now Guide](#) (with pictures!) for help registering.

Who is eligible to become a KFR member?

Anyone who is a legal resident of the fifty (50) United States and the District of Columbia and at least thirteen (13) years of age as of the date of registering to become a KFR member. The KFR Program is void where otherwise prohibited.

Anyone who violates the Terms and Conditions will have their membership in the program revoked. Examples of violating the program Terms and Conditions include, but are not limited to, registering with an alias (instead of your legal name) or attempting to create multiple accounts.

How do I manage my profile as a KFR member?

Here are some of the things you can and should do to manage your KFR membership:

- Be sure to log in to your account at least every 90 days to keep your points, or they will expire due to inactivity.
- To view or change your email address, password and other KFR account info, click the icon figure in the top right corner of KFR.com. Follow the step-by-step [Profile Guide](#) for profile tips and tricks.
- Read any emails, the KFR Program Terms and Conditions, and any other communications you receive to understand your rights, responsibilities and status in the Program, how to earn rewards and how to remain up to date on your points balance.

Can I access my account from my mobile phone?

Sure can! Your account is accessible from your mobile phone on our [mobile site](#). Once logged in, you can click on the menu and go to My Account to view or change your email address, password and other KFR account info.

GENERAL PROGRAM RULES AND TIPS

Can't Log In / Reset Password / Top Tech Troubleshooting

Even though the KFR Program is an online program, you don't need to be super techy to participate. Check out our quick [Tech Troubleshooting Guide](#) to help you get the most from the KFR Program with the least frustration.

Points Expiration

Yes, points can expire – Kellogg's reserves the right to remove all points from a member's account in the event of inactivity for ninety (90) consecutive days. Let us repeat that: you will lose all of your points if you don't log in to your account at least once every ninety (90) days.

No extensions, cash refunds or other exchanges will be allowed for points that have been removed from a member's account due to inactivity. We know losing your points is seriously not cool, so we'll notify you (via the email address associated with your account) approximately 30 days before they *could* expire to remind you to log in to keep your points.

KFR points, receipts and codes cannot be combined between accounts or participants at all. See the [Terms and Conditions](#) for details.

Military personnel stationed outside the U.S:

We warmly invite military families to participate in our KFR Program and thank you for your dedicated service and sacrifice. While we strive to accommodate the needs of military families whenever possible, please understand that aspects of your participation may require additional attention:

- Log in/Registration: Please understand that due to cyber security issues, logging in to our websites from certain foreign locations may be restricted.
- Mailing: Physical rewards can be mailed to an address in any US state or military APO/FPO address. You may need to confirm your current mailing address for each physical item during the order process.
- Point expiration: As noted above, KFR points will expire if you don't log in to your account at least once every ninety (90) days.

Kids

Sorry, but children under 13 years of age are not eligible to participate in *the Kellogg's Family Rewards®* Program. See the [Terms and Conditions](#) for details.

You can also mail your receipt(s) to collect your KFR points.

- Print and fill out the form below.
- You will need to locate your KFR account number, which can be found after logging in, on your Dashboard page, or by clicking the My Account icon at the top of KFR.com.
- Enclose the form and your original receipt(s) ONLY. (We recommend making a copy for your records.)
- Mail to the address below: Must be postmarked within 30 days of purchase.

Kellogg's Mail In Program
PO Box 510317
Milwaukee, WI 53203

- Please include a maximum of five receipts per envelope.
- Please allow up to three weeks from the time we receive the letter for points to be awarded and displayed in your account.

Please print this section, complete the fields below and include in your envelope.

Email address associated with KFR account: _____

KFR account number: _____

Number of receipts enclosed: _____