

December 7, 2020



Ibotta Announces 12 Days of Deals to Reward Holiday Shoppers

Shopping Platform Partners with Blue Apron, Godiva, Groupon, Home Shopping Network, QVC, Under Armour to Continue Momentous Season of Giving

Ibotta Also Helps Savers Get in the Holiday Spirit by Sharing Costs to Recreate Iconic Holiday Meals

DENVER, Dec. 7, 2020 /PRNewswire/ -- [Ibotta](#), the leading mobile rewards platform in the United States, today announced the launch of its first ever "12 Days of Deals" program to get Ibotta Savers into the holiday spirit with exclusive cash back deals on some of their favorite brands. The program, which runs through December 18, is part of Ibotta's ongoing efforts to ease consumers' financial burden and provide rewards to families during the holiday season.

12 DAYS OF DEALS & 12 CLASSIC HOLIDAY MEALS

Movie Title	Deal Description	Cash Back
Chinese Duck	Duck = \$17.18	\$17.18
Chocolate Biscuits & Tea	Choc. chip cookies = \$1.94 Tea bags = \$2.45	\$4.39
Twinkies	Twinkies = \$2.84	\$2.84
Macaroni & Cheese	Mac & cheese meal = \$5.06 Gallon of milk = \$3.02	\$4.08
Strata Casserole	Eggs & spinach = \$3.34 Bread & cheese = \$4.02 Milk = \$3.02 Sausage = \$2.45	\$13.12
Chocolate Ice Cream & Coconut	Chocolate ice cream = \$2.94 Coconut flakes = \$3.29	\$5.85
North Pole Spaghetti	Spaghetti = \$1.00 Maple syrup = \$1.98 Pasta sauce = \$2.19 Meatballs = \$3.12	\$8.29
Jello Mold	Jello = \$1.18 Milk = \$3.52 Marshmallows = \$1.89 Sugar cream = \$1.34 Cool whip = \$1.77	\$8.60
Roast Beef & Who Hash	Roast beef = \$18.45 Hash browns = \$3.44	\$21.45
Holiday Fettuccine	Pasta = \$1.89 Butter = \$1.44 Cheese = \$1.48 Chicken = \$1.45	\$9.35
Cheese Pizza & Soda	1 Cheese pizza = \$1.27 All of soda = \$4.78	\$5.05
Hot Chocolate & Marshmallows	Hot cocoa mix = \$2.47 Marshmallows = \$1.49	\$2.96

ibotta

Ibotta's "12 Days of Deals" will feature offers both in the Ibotta app and Ibotta Browser Extension, offering as much as \$50 in cash back rewards from popular brands, including:

- Bare Minerals
- Blue Apron
- First Leaf
- Groupon
- Godiva
- Harry & David
- Home Shopping Network
- Lily's Sweets
- Old Navy
- QVC
- Renuzit
- Super Chewer
- Under Armour

"This holiday season will look different than past years, but that doesn't mean we should celebrate any less," said Ibotta founder and CEO Bryan Leach. "Ibotta wanted to help make people's celebrations a little more rewarding by partnering with some incredible companies for our '12 Days of Deals' program.' So no matter what your holiday celebration looks like, Ibotta wants you to be safe, be cheerful and be rewarded."

According to the [National Retail Federation](#), shoppers are expected to spend five percent less on gifts, food, decorations and non-gift purchases for the holidays compared to last year. Most of that reduction in spending is coming from gifts for themselves or their families, creating an even greater need for rewards this season.

Ibotta's "12 Days of Deals" program comes on the heels of its "Free Thanksgiving Dinner" giveaway in partnership with Walmart, Butterball, Campbell's and Coke that fed more than 3 million Americans for free last month. By providing 100 percent cash back to shoppers on nine Thanksgiving dinner items, Ibotta and its partners gave away more than 3 million free items worth more than \$8 million.

12 Classic Holiday Movie Meals

The same National Retail Federation survey also found that one in five people who typically travel for the holidays will be celebrating at home this year. So as families spend more time indoors this December, Ibotta is also encouraging them to get creative by recreating some of the most iconic food scenes in classic holiday movies. To help them do that, Ibotta identified how much it would cost to recreate each respective meal, as well as which retailers offered the lowest prices so they can make each holiday movie meal affordably this month.

"After a tough year, Ibotta wants to help people ring in the holiday season with some fun activities for the whole family, like shopping and cooking meals together," Leach said. "We wanted to put our spin on that for everyone to enjoy, so whether your family's eating habits look like Buddy the Elf, Kevin McCallister or John McClane, Ibotta hopes everyone has fun together with delicious food and a rewarding shopping experience."

- **Elf** - Spaghetti with PopTarts, M&Ms, and Maple Syrup
 - Average Cost: \$8.29

- Best Place to Buy: All Items (Walmart)
- **A Christmas Story** - Roasted Chinese Duck
 - Average Cost: \$17.18
 - Best Place to Buy: Kroger (Duck)
- **The Grinch Who Stole Christmas** - Roast Beast + Who Hash (beef + hash browns)
 - Average Cost: \$21.45
 - Best Place to Buy: Roast Beef, Hash Browns (Walmart)
- **The Holiday** - Christmas Fettuccine (fettuccine alfredo)
 - Average Cost: \$9.35
 - Best Places to Buy: Pasta, Cheese (Walmart), Cream, Butter (Kroger)
- **Die Hard** - Twinkies
 - Average Cost: \$2.84
 - Best Place to Buy: Twinkies (Walmart)
- **National Lampoon's Christmas Vacation** - Aunt Bethany's JELLO Mold
 - Average Cost: \$8.60
 - Best Places to Buy: JELLO, Marshmallows, Sour Cream, Cool Whip (Walmart), Milk (Target)
- **Home Alone** - Frozen Mac n' Cheese + Milk
 - Average Cost: \$4.08
 - Best Place to Buy: All Items (Target)
- **Home Alone 2, Lost in New York** - Cheese Pizza + Soda
 - Average Cost: \$5.05
 - Best Places to Buy: Frozen pizza (Walmart), Soda (Safeway)
- **The Family Stone** - Strata Breakfast Casserole
 - Average Cost: \$13.12
 - Best Places to Buy: Eggs, Spinach (Kroger), Bread, Cheese (Walmart), Milk (Target), Sausage (Safeway)
- **The Polar Express** - Hot Chocolate with Marshmallows
 - Average Cost: \$2.96
 - Best Places to Buy: Cocoa Mix (Kroger), Marshmallow (Walmart)
- **Love Actually** - Chocolate Biscuits and Hot Tea
 - Average Cost: \$4.39
 - Best Place to Buy: All Items (Walmart)
- **It's A Wonderful Life** - Chocolate Ice Cream with Coconut
 - Average Cost: \$5.85
 - Best Places to Buy: Ice Cream (Walmart), Coconut (Target)

For more information about Ibotta, visit www.ibotta.com.

About Ibotta, Inc.

Headquartered in Denver, CO, Ibotta ("I bought a...") is a free-to-use cash back rewards platform that has delivered nearly \$900 million in cumulative cash rewards to its users for making purchases in-store, on mobile apps or via websites. Launched in 2012, Ibotta has more than 40 million downloads, is one of the most frequently used shopping and payments platforms in the United States, and offers cash back on purchases at more than 1,500 leading brands and retail partners. Ibotta was named to the 2020 Inc. 5000 list of fastest-growing private companies in the U.S. for the third year in a row after debuting on the list in 2018, and the company has also been named as a Top Workplace by The Denver Post three consecutive times.



 View original content to download multimedia <http://www.prnewswire.com/news-releases/ibotta-announces-12-days-of-deals-to-reward-holiday-shoppers-301187235.html>

SOURCE Ibotta