



MENU ALLOWANCE PROGRAM

January 2, 2012 – June 29, 2012

Put the power of our trusted brands to work for you with our Menu Allowance Reward Program. Branding drives impulse sales and commands higher menu prices, helping build your bottom line.

QUALIFYING BRANDS:



ALLOWANCE:

- 1 Brand = \$250 (30-case purchase)
- 2 Brands = \$300 (60-case purchase)
- 3+ Brands = \$350 (90-case purchase)

FOUR SIMPLE STEPS:

1. Decide which branded products will have the most impact on your menu.
2. Contact your Sara Lee Representative to request the logos you need. This is very important, as some of our logos have been updated (see left) and your rebate may be rejected if you are not using the correct version.
3. Design your menu and incorporate the appropriate brand logos.
4. Print your menus, then send us a copy along with this completed form and proof of qualifying product purchases.

Fill out this coupon and mail in with a sample of your printed menu and invoices showing corresponding product purchases.*

Please check the appropriate box based on the number of qualifying brands used on your menu and supported with a minimum 30 case purchase per brand between January 2, 2012 and June 29, 2012. *See Terms and Conditions for details.

- 1 Brand = \$250
 2 Brands = \$300
 3 Brands = \$350

Establishment: _____

Name: _____ Title: _____

Address: (Please no PO Boxes) _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

Check here if you would like to receive e-mail offers from Sara Lee Foodservice.

Primary Distributor: _____

City: _____ State: _____

Type of Operation: (check one)

Commercial Restaurants

- Traditional QSR/Fast Food
- Fast Casual/Quick Casual
- Midscale/Family Dining
- Casual Dining
- Fine Dining
- Bars & Taverns

Non-Commercial/Beyond Restaurants/ Onsite Feeding

- Military
- Lodging
- Casinos/Gaming

Average Number of Meals Served Per Day

- Under 100 meals
- 100-299
- 300-499
- 500-999
- 1,000-1,999
- 2,000-4,999
- 5,000 or more meals

Send to: Sara Lee Foodservice • Menu Allowance Program • PO Box 2048 • Brownsdale, MN 55918

TERMS AND CONDITIONS

Eligible Customers: Offer limited to customers purchasing through a foodservice distributor; one coupon per operator/customer. Resale, bid, contract business, national accounts and affiliated franchise groups are not eligible due to other Sara Lee Foodservice programs in which they may already participate. Broker organizations are ineligible for Sara Lee rebates. Chain headquarters may submit for multiple locations and request one combined rebate check; however, reports submitted must show individual store addresses and purchase information. Rebates must be submitted individually by foodservice operators. No bulk submissions or third-party submissions will be accepted. Offer valid in the U.S. only. Offers do not apply to any distributor label products or any other private label products.

Purchase Requirements: A minimum of 30 cases of product per brand claimed must be purchased between January 2, 2012 and June 29, 2012 to qualify for the Menu Allowance. The allowance rates are specified in the coupon above.

Effective Dates: This program offer applies through June 29, 2012. Requests for refund must be postmarked by July 31, 2012. Please allow four to six weeks for refund to arrive.

Limits: Maximum rebate is \$350 for a single operator and \$1,750 per multi-unit chain or management company, including the individual units of the chain or the management company. Coupon has no cash value.

Proof of Performance: Copies of printed menu with the appropriate brand logos and distributor invoices showing branded case purchases must be attached to this coupon. Distributor velocity reports will be accepted if they include Sara Lee item numbers, specific invoice numbers, dates and purchase prices. This offer cannot be used in conjunction with any other Sara Lee Foodservice programs except the Foodservice Rewards program and the Operator Tiered Program. Information submitted shall be the property of Sara Lee.



For more information, call 1.800.682.SARA (7272) or visit saraleefoodservice.com



MENU SAMPLES

Here are just a few ways you can put the power of our brands to work for you.

