



NEW PRODUCTS to BUILD PROFITS

SAVE \$10/Case*

Get up to \$100. Offer valid from January 2, 2012 to June 29, 2012.

*See Terms and Conditions for details.

Coupon is valid for up to six recommended products checked below. (Sales/Broker Representatives - check up to six items)

Item#	Description	Cases Purchased	Item#	Description	Cases Purchased	Item#	Description	Cases Purchased						
Bistro Collection™ Ice Cream Individual Desserts			Ball Park Premium Beef Franks			Hillshire Farm Deli Select® Ultra Thin Sliced Meats (cont.)								
<input type="checkbox"/> 8177	Turtle Pecan	_____	<input type="checkbox"/> 31807	Deli Style Beef Franks 4:1, 6"	_____	<input type="checkbox"/> 05474	Pastrami, Ultra Thin	_____						
<input type="checkbox"/> 8178	Triple Chocolate	_____	<input type="checkbox"/> 31804	Deli Style Beef Franks 5:1, 6"	_____	<input type="checkbox"/> 05438	Lower Sodium Honey Roasted Turkey, Ultra Thin	_____						
<input type="checkbox"/> 8179	Peanut Butter Chocolate	_____	<input type="checkbox"/> 31803	Deli Style Beef Franks 6:1, 6"	_____	<input type="checkbox"/> 05439	Lower Sodium Oven Roasted Turkey, Ultra Thin	_____						
<input type="checkbox"/> 8180	Banana Split	_____	<input type="checkbox"/> 31802	Deli Style Beef Franks 8:1, 6"	_____	<input type="checkbox"/> 05454	Lower Sodium Smoked Ham, Ultra Thin	_____						
<input type="checkbox"/> 8181	Chocolate Chip Cookie Dough	_____	<input type="checkbox"/> 31801	Angus Beef Franks 4:1, 6"	_____	<input type="checkbox"/> 05455	Lower Sodium Honey Ham, Ultra Thin	_____						
<input type="checkbox"/> 8182	Cookies and Cream	_____	<input type="checkbox"/> 31805	Angus Beef Franks 5:1, 6"	_____	Sara Lee® 150 Calorie Dessert Cups								
Chef Pierre® Pre-Sliced Cream and Meringue Pies			<input type="checkbox"/> 31809	Angus Beef Franks 6:1, 6"	_____	<input type="checkbox"/> 8171	Triple Chocolate	_____						
<input type="checkbox"/> 7163	Traditional Lemon Meringue	_____	<input type="checkbox"/> 31808	Angus Beef Franks 8:1, 6"	_____	<input type="checkbox"/> 8174	Lemon	_____						
<input type="checkbox"/> 7192	Traditional Chocolate Cream	_____	Hillshire Farm® Smoked Sausage			<input type="checkbox"/> 8173	Chocolate Cookies N Crème	_____						
<input type="checkbox"/> 7190	Coconut Crème de la Cream	_____	<input type="checkbox"/> 32132	CheddarWurst® 4:1	_____	<input type="checkbox"/> 8172	Banana Crème	_____						
<input type="checkbox"/> 7191	Banana Crème de la Cream	_____	<input type="checkbox"/> 32133	Beer Brat 5:1	_____	<input type="checkbox"/> 8170	Strawberry Crème	_____						
<input type="checkbox"/> 7162	French Silk	_____	<input type="checkbox"/> 09402	Endless Turkey Smoked Sausage	_____	<table border="1"> <tr> <td>_____</td> <td>x \$10.00 =</td> <td>_____</td> </tr> <tr> <td>Total Cases Purchased (Max. 10)</td> <td></td> <td>Total Rebate (Max. \$100.00)</td> </tr> </table>			_____	x \$10.00 =	_____	Total Cases Purchased (Max. 10)		Total Rebate (Max. \$100.00)
_____	x \$10.00 =	_____												
Total Cases Purchased (Max. 10)		Total Rebate (Max. \$100.00)												
Ball Park® Handheld Lunch Sandwiches			<input type="checkbox"/> 03704	Diced Andouille	_____									
<input type="checkbox"/> 51430	Meat Hot Dog on a Bun, 3.9 oz.	_____	<input type="checkbox"/> 33328	Bias Cut Black Oak™	_____									
<input type="checkbox"/> 51432	Beef Hot Dog on a Bun, 3.9 oz.	_____	Hillshire Farm Deli Select® Ultra Thin Sliced Meats											
<input type="checkbox"/> 51433	Hamburger, 3.8 oz.	_____	<input type="checkbox"/> 05457	Honey Ham, Ultra Thin	_____									
<input type="checkbox"/> 51434	Cheeseburger, 4.3 oz.	_____	<input type="checkbox"/> 05458	Hardwood Smoked Ham, Ultra Thin	_____									
<input type="checkbox"/> 51435	Bacon Cheeseburger, 4.5 oz.	_____	<input type="checkbox"/> 05459	Hardwood Smoked Turkey, Ultra Thin	_____									
<input type="checkbox"/> 51436	Southern Style Chicken Sandwich, 3.8 oz.	_____	<input type="checkbox"/> 05460	Oven Roasted Turkey, Ultra Thin	_____									
Jimmy Dean® Butcher Wrap Breakfast Sandwiches			<input type="checkbox"/> 05472	Roast Beef, Ultra Thin	_____									
<input type="checkbox"/> 51438	Southern Style Chicken Biscuit, 4.0 oz.	_____	<input type="checkbox"/> 05473	Corned Beef, Ultra Thin	_____									

Sales/Broker Representative (Please Print)

Name: _____ Broker Firm: _____

Coupon must have an authorized Sara Lee Sales/Broker Representative name to be valid.

Send to: Sara Lee New Product Trial Offer, PO Box 2048, Brownsdale, MN 55918

Make Check Payable To:

Establishment: _____

Name: _____ Title: _____

Address: (No PO Boxes) _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

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

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
- Traditional Bakeries
- Farm Stands

Non-Commercial/Beyond Restaurants/Onsite Feeding

- Business & Industry
- Hospitals
- Traditional Nursing Homes
- Retirement Communities
- Schools (K-12)
- Colleges & Universities
- Vending
- Office Coffee Service (OCS)
- Military
- Lodging
- Casinos/Gaming
- Corrections
- Supermarket Deli
- Mass Merchandisers
- Club Stores
- Recreation

- Airlines/Travel
- Cruise Lines
- Stadiums/Arenas
- Convenience Stores

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

TERMS AND CONDITIONS

Eligible Customers: Eligible Foodservice Operators that purchase qualifying products will receive a rebate of \$10.00 per case (up to \$100.00). Offer limited to customers purchasing through a foodservice distributor; one coupon per operator/customer. Broker organizations are ineligible for Sara Lee rebates. 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 deviated pricing, any distributor label product, or any other private label products. **Qualifying Products:** Valid on SKUs listed above. **Effective Dates:** Offer applies to qualified purchases made between January 2, 2012 and June 29, 2012. Request for rebate must be postmarked by July 31, 2012. Please allow 4-6 weeks for rebate to arrive. **Limits:** Maximum rebate is \$100.00. **Proof of Purchase:** Copies of distributor invoice(s) showing case purchases must be attached to the coupon. Invoices used for this offer cannot be used in conjunction with any other Sara Lee offer except the Menu Allowance Program, Foodservice Rewards and the Operator Tiered Program. Distributor velocity reports will only be accepted if they include Sara Lee item numbers, specific invoice numbers, dates and purchase prices. Sara Lee Foodservice has final decision on the interpretation of the terms and conditions of this promotion. Information submitted shall be the property of Sara Lee. Must be signed by broker to be valid.

For more information, please contact your Sara Lee Foodservice Sales Representative or call 1-800-682-SARA (7272).

