

FIRE UP YOUR SALES!



Agree to purchase qualifying Sara Lee Foodservice products for one year and get **Free Branded Merchandise!***



"Official Hot Dog"
Window Clings

Hot Dog/Soda/Dessert
Counter Card

"Official Hot Dog"
Counter Cards



Beer Brat Poster

Beer Brat Counter Card

Counter Card

Door Cling

Wobbler



Beer Brat Door Cling

Beer Brat
Sneeze Guard Cling



Poster

Bundling Cards



Pump Topper

Frequent Buyer Cards



* See Terms & Conditions for details.



Shipping Information and Purchase Agreement.

Offer valid from January 1, 2012 – June 30, 2012



Agree to purchase qualifying Sara Lee Foodservice products for one year and get FREE merchandising!
Select the item(s) you would like to order:

- Fire Up the Grill Poster #23041
- Fire Up the Grill Pump Topper #23033
- Bundle Cards #23032
- Frequent Purchase Cards #23029
- Ball Park® Hot Dog, Soda and Sara Lee Cake Bundle Counter Card #33562
- Kansas City Chiefs - Official Hot Dog Counter Card #28148
- Kansas City Chiefs - Official Hot Dog Window/Door Cling #28149
- Detroit Tigers - Official Hot Dog Counter Card #28150
- Detroit Tigers - Official Hot Dog Window/Door Cling #28151
- Hillshire Farm® Miller® High Life® Beer Brat Poster #31742
- Hillshire Farm Miller High Life Beer Brat Roller Grill Sneeze Guard Cling #31817
- Hillshire Farm Miller High Life Beer Brat Door Cling #31743
- Hillshire Farm Miller High Life Beer Brat Counter Card #31744
- Jimmy Dean® Breakfast Links (2) & Coffee \$3 Bundle Wobbler #32820
- Jimmy Dean Breakfast Links (2) & Coffee \$3 Bundle Door Cling #32822
- Jimmy Dean Breakfast Links (2) & Coffee \$3 Bundle Counter Card #32821

SEND TO:

Sara Lee Foodservice • c/o Village Press • Spring 2012 Roller Grill Merchandising Offer • P.O. Box 552 • Traverse City, MI 49685-0552
Or scan and email to: countersmart@sflsalessupport.com

Please send my FREE materials to:

Establishment: _____
 Name: _____
 Title: _____
 Address: (No PO Boxes) _____
 City: _____
 State: _____ Zip: _____
 E-mail: _____
 Phone: _____
 Primary Distributor: _____
 City: _____ State: _____
 Gas Brand Used: _____
 Check here if you would like to receive e-mail offers from Sara Lee.

In exchange for the free merchandising materials, I agree that for one year following the date filled in below, I will purchase only Ball Park® Franks, Hillshire Farm® Smoked Sausage and/or Jimmy Dean® Breakfast Links and no competing roller grill products. This form must be signed and dated by the customer and is subject to the acceptance of Sara Lee Foodservice.

Signature: _____ Date: _____

TERMS AND CONDITIONS

Eligible Customers: Offer limited to convenience store customers; one coupon per operator/customer. Rebates must be submitted individually by 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 product or any other private label products. **Qualifying Products:** All Ball Park®, Hillshire Farm® and Jimmy Dean® branded hot dog and smoked sausage link SKUs. **Effective Dates:** Offer expires June 30, 2012. Please allow 4 weeks for delivery. 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.

1-800-682-SARA (7272) • saraleefoodservice.com

