

# free sara lee IW bakery branded merchandising\*

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



**\$2.00 Bundle**  
Counter Card  
Door Cling  
Wobbler

Stock Sara Lee® Individually Wrapped Bakery products and receive branded bundle deal merchandising materials FREE!

*Use your 60-day promo coupons with this impactful bundle deal merchandising to communicate these great offers to your consumers.*



**\$2.22 Bundle**  
Counter Card  
Door Cling  
Wobbler



**\$2.00 Bundle**  
Counter Card  
Door Cling  
Wobbler



**\$2.00 – \$3.00 Bundle**  
Door Cling  
Wobbler



\*See Terms and Conditions for details.



# Shipping Information and Purchase Agreement.

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

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



- \$2.00 Bundle Counter Card #32836
- \$2.00 Bundle Door Cling #32837
- \$2.00 Bundle Wobbler #32835

- \$2.00 Bundle Counter Card #32818
- \$2.00 Bundle Door Cling #32819
- \$2.00 Bundle Wobbler #32817

- \$3.00 Bundle Door Cling #32907
- \$3.00 Bundle Wobbler #32906
- \$2.00 Bundle Door Cling #34389
- \$2.00 Bundle Wobbler #34385

- \$2.22 Bundle Counter Card #35293
- \$2.22 Bundle Door Cling #35295
- \$2.22 Bundle Wobbler #35294

## SEND TO:

Sara Lee Foodservice • Spring 2012 IW Bakery Merchandising Offer • c/o Village Press • P.O. Box 552, Traverse City, MI 49685-0552 or scan and email to: countersmart@sifsalessupport.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 individually wrapped bakery merchandising materials, I agree that for one year following the date filled in below, I will purchase Sara Lee Individually Wrapped Bakery items. 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:** Only convenience store foodservice operators are eligible to participate; one coupon per operator/customer. Forms must be submitted individually by foodservice operators. No bulk submissions or third-party submissions will be accepted. Offers do not apply to any distributor label product, or any other private label products. **Qualifying Products:** All Sara Lee® IW Bakery 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

