

# Save up to \$1,400<sup>1</sup>

on America's leading brands.<sup>2</sup>



Our thanks to you for making us the #1 sauces<sup>2</sup> patrons recognize and trust.<sup>3</sup>



As our valued customer, you will receive our 1st edition of **the art of flavor** with your rebate check. Ideas and inspirations to drive traffic and increase profits.



Look inside Future cases for savings on qualifying French's®, Frank's® RedHot® and Cattlemen's® products throughout 2012.

<sup>1</sup> On qualifying French's®, Frank's® RedHot®, and Cattlemen's® BBQ Sauce from January 1, 2012 – April 30, 2012. See Rebate redemption page for complete list of qualifying products  
<sup>2</sup> AC Nielsen 52 wks ending 8/13/2011 (French's® and Frank's® RedHot®), Restaurant Survey Data Fall 2005, Technomic Research 2009 (Cattlemen's®),  
<sup>3</sup> Technomic Brand Equity Study May 2011.

# Choose one of three merchandising kits to grow your business up to 15%!<sup>4</sup>

Make your purchases work even harder. Get the kit of your choice FREE when you buy any qualifying products! You may redeem up to 3 kits per brand per year.



**FRANK'S RedHot**  
Battle to the Bone Kit

**Contains**

- 10 Baskets
- 50 Liners
- 40 Wipes
- 2 Posters
- 20 Table Tents
- 10 T-Shirts



**FRANK'S MUSTARD mixology?**  
Kit

**Contains**

- 10 Baskets
- 50 Liners
- 50 Picks
- One Set of Laminated Recipe Cards



**CATTELMEN'S MASTER'S RESERVE™**  
It's a BBQ Thing Kit

**Contains**

- 10 Baskets
- 50 Liners
- 40 Wipes
- 2 Posters
- 15 Table Tents
- 10 T-Shirts
- 8 Squeeze Bottles

**Instructions**

1. Complete this form and return with proof of purchase of qualifying products listed below to receive your free promotional kit(s). Can redeem a maximum of 3 kits per brand per year;

Brand	Qualifying Quantities
Frank's® RedHot®	Purchase a minimum of any 7 cases of Frank's® RedHot® products
French's®	Purchase a minimum of one case of any Classic Yellow® Mustard, Dijon Mustard, Honey Mustard, Spicy Brown Mustard, French Fried Onions, or Potato Sticks
Cattlemen's® BBQ Sauce	Purchase a minimum of 24 gallons of any combination of 4/1 gallon, 2/1 gallon or 5 gallon pails of Cattlemen's® BBQ Sauce

2. Fill out the order form below and mail it with a copy of your distributor invoice to:

**French's® Foodservice 2012 Kit**  
c/o Village Press  
PO Box 552  
Traverse City, MI 49685-0552

**Select Your Kit**

Redeeming more than one? Choose any combination and write in how many of each kit you want.

Merchandise Kit	Qty.
Frank's® RedHot® Game Face	
Frank's® RedHot® Battle To The Bone	
French's® Mixology Sandwich Kit	
Cattlemen's® It's A BBQ Thing	

**Send Kit To**

Establishment/Name of Business: \_\_\_\_\_

Your Name: \_\_\_\_\_

Title: \_\_\_\_\_

Street Address (No. P.O. Box): \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Primary Distributor: \_\_\_\_\_

Average # of meals served per day: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Restaurant Information**

<b>Menu Type</b> (check all that apply)	<b>Type Of Operation</b>
<input type="checkbox"/> Wings	<input type="checkbox"/> Full Service
<input type="checkbox"/> Steak	<input type="checkbox"/> Midscale Restaurant
<input type="checkbox"/> Mexican	<input type="checkbox"/> Travel/Leisure
<input type="checkbox"/> BBQ	<input type="checkbox"/> Quick Service
<input type="checkbox"/> Sandwiches/Deli	<input type="checkbox"/> Cafeteria/Buffer
<input type="checkbox"/> Italian	<input type="checkbox"/> Casual/Theme
<input type="checkbox"/> Breakfast/Donuts	<input type="checkbox"/> Retail Hosting
<input type="checkbox"/> Asian	<input type="checkbox"/> Bar/Tavern
<input type="checkbox"/> Seafood	<input type="checkbox"/> Business/Industry
<input type="checkbox"/> American/Mixed	<input type="checkbox"/> Catering
<input type="checkbox"/> Pizza	<input type="checkbox"/> Hotel/Motel
<input type="checkbox"/> Non-Commercial	<input type="checkbox"/> Noncommercial
<input type="checkbox"/> Other	<input type="checkbox"/> K-12 School
<b>Ownership</b>	<input type="checkbox"/> College/University
<input type="checkbox"/> Independent	<input type="checkbox"/> Hospital/Nursing
<input type="checkbox"/> Chain	<input type="checkbox"/> Home
<input type="checkbox"/> Contract Management	

1. Offer good on purchases made January 1, 2012, through April 30, 2012. This offer must be completed with all information and submitted by operator claiming kit. It must be postmarked within 30 days after promotion period (postmarked by May 31, 2012). Please circle item(s) on your invoice(s). This certificate may not be purchased, traded or sold. Any other use constitutes fraud.  
2. No handwritten invoices. Copies of original invoices are acceptable. All invoices must be clearly dated during the promotion period with operator name and address plainly visible.  
3. Product must be purchased from a foodservice distributor. Cash & Carries are eligible. Purchases from Warehouse Clubs are ineligible. Product purchased on nonprofit bids are ineligible.

4. Each Merchandising Kit redemption requires a minimum case purchase per brand. Chains or franchise groups must participate on an individual store basis. Chains participating in a FRENCH'S® Foodservice National Account or MVO program ON THESE PRODUCTS ARE NOT ELIGIBLE for this offer.  
5. Allow 4-6 weeks for processing request.  
6. Not redeemable in conjunction with other offers on the same product. Void if restricted, taxed or forbidden by law.  
7. Offer good only in the U.S.A.  
8. Rebate offer certificate (cash redemption value 1/100th of 1 cent). Offer on qualifying purchases from January 1, 2012, to April 30, 2012.

Attach distributor invoices and mail to:  
French's® Foodservice 2012 Kit, c/o Village Press, PO Box 552, Traverse City, MI 49685-0552

<sup>1</sup> On qualifying French's®, Frank's® RedHot®, and Cattlemen's® BBQ Sauce from January 1, 2012 – April 30, 2012. See Rebate redemption page for complete list of qualifying products  
<sup>4</sup> French's® Foodservice Operator Research

# Special rebate offer: Save up to \$1,400!<sup>5</sup>



**(\$500 max)**

Product Description	Size	QTY x Rebate	= Total
Frank's® RedHot® Sauces: Original and Xtra Hot, Buffalo Sandwich Sauce Qualifying UPC# - 05560, 75196, 74882	4/1 Gallon	___ x \$5.00	\$___
Frank's® RedHot® Original Table Top Qualifying UPC# - 80551, 80552, 80553	24/5oz 12/12oz 12/23oz	___ x \$3.00	\$___
Frank's® RedHot® Ready-to-Use Wings Sauces: Original Buffalo and Xtra Hot Buffalo Qualifying UPC# - 74161, 82317	4/1 Gallon	___ x \$5.00	\$___
Frank's RedHot Sweet Chili™ Sauce Qualifying UPC# - 83119	4/.5 Gallon	___ x \$6.00	\$___
Frank's® RedHot® Dispensing Pouch: Buffalo Sauce Qualifying UPC# - 82163	2/1.5 Gallon Pouch	___ x \$5.00	\$___



**(\$400 max)**

Product Description	Size	QTY x Rebate	= Total
French's® Classic Yellow® Mustard Qualifying UPC# - 81938	4/105oz	___ x \$5.00	\$___
French's® Classic Yellow®, Honey and Spicy Brown Mustards Table Top Qualifying UPC# - 85026, 74663, 75677, 76603	12/8oz 12/9oz 12/12oz 12/30oz	___ x \$2.00	\$___
French's®, Spicy Brown, Honey and Dijon Mustards Qualifying UPC# - 81973, 81972, 81971	4/105oz 2/105oz 6/32oz	___ x \$10.00	\$___
French's® Classic Tomato Ketchup Qualifying UPC# - 83349	6/114oz	___ x \$5.00	\$___
French's® Worcestershire Sauce Qualifying UPC# - 05308	4/1 Gallon	___ x \$5.00	\$___
French's® French Fried Onions Qualifying UPC# - 22006	6/24oz	___ x \$5.00	\$___
French's® Potato Sticks Qualifying UPC# - 83630	12/16oz	___ x \$5.00	\$___
French's® Dispensing Pouches: Classic Yellow®, Spicy Brown, Honey Mustard Dipping Sauce and Tomato Ketchup Qualifying UPC# - 81848, 81849, 84139, 82659	2/1.5 Gallon Pouch	___ x \$3.00	\$___



**(\$500 max)**

Product Description	Size	QTY x Rebate	= Total
Cattlemen's® BBQ Sauces: St. Louis Original,™ Kansas City Classic,™ Texas Smoky,™ Carolina Tangy Gold, Louisiana Hot & Spicy,™ Kentucky Sweet & Bold,™ Mississippi Honey,™ Memphis Sweet™ Qualifying UPC# - 05316, 05396, 05309, 05400, 74000, 75296, 76175, 80137	4/1 Gallon	___ x \$5.00	\$___
Cattlemen's® BBQ Sauce: Tangy Carolina Gold Qualifying UPC# - 74151	2/1 Gallon	___ x \$2.50	\$___
Cattlemen's® BBQ Sauces: St. Louis Original,™ Kansas City Classic,™ Texas Smoky™ Qualifying UPC# - 05321, 05397, 05326	5 Gallon Pails	___ x \$5.00	\$___
Cattlemen's® Dispensing Pouch: Memphis Sweet™ BBQ Sauce Qualifying UPC# - 82661	2/1.5 Gallon Pouch	___ x \$5.00	\$___

<sup>5</sup> With rebate offers noted below

# Redeem up to \$1,400<sup>1</sup>

On qualifying French's®, Frank's® RedHot® Sauce, or Cattlemen's® BBQ Sauce throughout 2012.



### Make Coupon Check Payable To:

Establishment/Name of Business: \_\_\_\_\_

Your Name: \_\_\_\_\_

Title: \_\_\_\_\_

Street Address (No. P.O. Box): \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Primary Distributor: \_\_\_\_\_

Average # of meals served per day: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Restaurant Information

#### Menu Type (check all that apply)

- Wings
- Steak
- Mexican
- BBQ
- Sandwiches/Deli
- Italian
- Breakfast/Donuts
- Asian
- Seafood
- American/Mixed
- Pizza
- Non-Commercial
- Other

#### Type Of Operation

- Full Service
- Midscale Restaurant
- Travel/Leisure
- Quick Service
- Cafeteria/Buffer
- Casual/Theme
- Retail Hosting
- Bar/Tavern
- Business/Industry
- Catering
- Hotel/Motel
- Non-commercial
- K-12 School
- College/University
- Hospital/Nursing
- Home

#### Ownership

- Independent
- Chain
- Contract Management

### Mail Coupon Form & Copies of Invoices To:

French's® Foodservice 2012 Rebate • c/o Village Press • PO Box 552 • Traverse City, MI 49685-0552

- This original coupon form must be completed with all information and submitted by the operator claiming payment. The coupon must be postmarked within 30 days after the promotional period (Postmarked by May 31, 2012).
- This coupon may not be Purchased, Traded or Sold. Printable coupons from Frenchsfoodservice.com are permissible.
- No handwritten invoices will be accepted. Copies of original invoices will be accepted. All invoices must be clearly dated during the promotional period with the Operator name and address clearly visible. Distributor Tracking Reports are not accepted and will be rejected.
- Promotion claimed on this promotion must be purchased from a Foodservice distributor. Purchases made from Warehouse Clubs are ineligible. Warehouse Club locations do not qualify as Foodservice Operators. Full case purchases from Cash & Carry locations are eligible.
- ONLY ONE redemption form per Foodservice location (based on name and address) may be submitted between January 1, 2012 and April 30, 2012. Chains and Franchise groups and Buying Group organizations must participate on an individual basis. NATIONAL ACCOUNTS, NON-COMMERCIAL CONTRACT MANAGED ACCOUNTS, CONTRACT PROGRAM OPERATORS/MVO (MOST VALUABLE OPERATORS) ARE NOT ELIGIBLE FOR THIS COUPON.
- Maximum value of this coupon is \$1,400.00.
- Not redeemable in conjunction with any other coupons or offers on the same product. Void if restricted, taxed or forbidden by law.
- Offer good only in the United States of America.
- Please allow 6-8 weeks for processing request and delivery. Coupon offer certificate (cash redemption value 1/100th of 1 cent).

For a Free sample, recipes or promotional information, visit [www.FrenchsFoodservice.com](http://www.FrenchsFoodservice.com) or call 1-800-442-4733

**This coupon is valid on purchases made between January 1, 2012 and April 30, 2012**

 <b>FOODSERVICE</b> YOU ARE WHAT YOU SERVE™	 <b>EARN REWARDS</b> <a href="http://foodservicerewards.com">foodservicerewards.com</a>	 <b>FOODSERVICE</b> YOU ARE WHAT YOU SERVE™ <b>Merchandising MALL</b> Promos & Customizable Materials	<b>For more information on any French's®          Foodservice product, call 1-800-442-4733          or visit <a href="http://www.frenchsfoodservice.com">www.frenchsfoodservice.com</a></b>
---	---	---	---

<sup>1</sup> On qualifying French's®, Frank's® RedHot®, and Cattlemen's® BBQ Sauce from January 1, 2012 – April 30, 2012. See Rebate redemption page for complete list of qualifying products ©2011 Reckitt Benckiser, LLC. Registered trademarks are property of Reckitt Benckiser, LLC. Unauthorized use is strictly prohibited.