



"See Nutrition Information for Sodium Content"

NEW CUSTOMER OFFER

Create excitement for your Patrons with these C. REX Bowls for Kraft Macaroni & Cheese!



Offer Period: January 1, 2011 through December 31, 2011

Rebate Offer

See reverse side for list of eligible products

Fill Out Rebate Form Completely to Receive Bowls

Guidelines and Eligibility

- Receive 100 C-Rex Bowls with an initial order of 3 cases of Kraft Macaroni & Cheese (per location)
- New, first-time buyers of Kraft Macaroni & Cheese - Not available to bid or contract accounts
- Complete C-Rex Bowl Rebate
- Send Rebate form and distributor invoice to KRAFT for processing (may be photo copies)
- Bowls will be shipped within 4 to 6 weeks from time completed documentation is received at KRAFT

*Note: Act quickly - C-Rex Bowls are only available while supplies last. Orders will be fulfilled on first come, first serve basis. This is a one-time only offer for new Kraft Macaroni & Cheese customers. Those who have received their bowls can visit www.kraftfoodservice.com/crex to purchase additional quantities.

Account Information (Please print)

Establishment Name:

Salutation: First: Last:

Title:

Address:

City:

State: Zip: No. of Locations:

Phone Number: Fax Number:

E-Mail Address:

Kraft respects your rights to privacy. For a copy of our policy, go to Privacy Notice on www.kraftfoodservice.com

Distributor Information

Name of Distributor:

Distributor City: State:

Distributor Customer No.:

Kraft Foodservice, a division of Kraft Foods Global, Inc. (KFS) reserves the right to audit all requests for certificate payments and failure to fully cooperate will result in forfeiture of all monies. Further, KFS reserves the right to refuse payment based on incomplete or non-qualified submissions. KFS reserves the right to add or delete eligible products and to change or terminate this offer at any time. By signing below, Operator certifies that the eligible products were purchased in accordance with the terms described in this offer.

Operator Signature _____
GN2342

Date _____

How to Redeem

- This offer is only valid in the USA.
- Attach copies of distributor invoices (or electronically generated proof of purchase) dated during the offer period specified with eligible product purchases highlighted. Invoices must be from a valid foodservice distributor (club stores or warehouse accounts do not qualify).
- Distributor invoice/proof of purchase must detail: Invoice Number and Date of Purchase, Establishment Name, Street Address, City, State & Zip, Kraft Product Number and Description, Case Price and Quantity Received.
- Volume applied to this rebate cannot be used in conjunction with any other Kraft Foodservice rebate offer or promotional program unless expressly permitted by KFS, excluding the Kraft Operator program.
- Kraft Foodservice reserves the right to add or delete products from the list, revise or terminate this offer at any time.
- This offer does not apply to bid or contract accounts.
- Operators may only redeem one per location (one-time offer).
- Offer valid for consuming accounts only. Chains and affiliated groups must participate on an individual unit basis. If an operator claims multiple locations, must include list of individual unit's address, city, state, and zip. Proof of purchase must be provided by individual unit.
- All completed rebate claims, together with proof of purchase, must be postmarked no later than March 31, 2012.
- Please allow 4-6 weeks for processing.
- Send this completed form and documentation (photocopies and facsimiles will be accepted) to:

Kraft Foods Global, Inc.
P.O. Box 764268
Dallas, TX 75376-4268

What is your type of establishment?

- | Segment | Sub-Segment |
|-----------------------------|---|
| Full Service Restaurants | <input type="checkbox"/> Family Dining/Midscale |
| | <input type="checkbox"/> Casual Dining |
| | <input type="checkbox"/> Fine Dining |
| | <input type="checkbox"/> QSR Hamburger |
| | <input type="checkbox"/> QSR Other Sandwich |
| Limited Service Restaurants | <input type="checkbox"/> QSR Speciality |
| | <input type="checkbox"/> QRS Bakery / Donut / Snack |
| | <input type="checkbox"/> QRS /Cafeteria / Buffet |
| | <input type="checkbox"/> Quick Casual |
| | <input type="checkbox"/> Business & Industry |
| Non-Commercial | <input type="checkbox"/> K-12 |
| | <input type="checkbox"/> College & University |
| | <input type="checkbox"/> Hospitals |
| | <input type="checkbox"/> Long-Term Care |
| | <input type="checkbox"/> Healthcare Other |
| | <input type="checkbox"/> Airlines |
| | <input type="checkbox"/> Hotel Full Service |
| | <input type="checkbox"/> Limited Lodging |
| | <input type="checkbox"/> Recreation |
| | <input type="checkbox"/> Military |
| Retail Hosts | <input type="checkbox"/> Vending & OCS |
| | <input type="checkbox"/> All Other Non-commercial |
| | <input type="checkbox"/> C-Stores |
| | <input type="checkbox"/> Supermarkets |
| | <input type="checkbox"/> All Other Retail |



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PRODUCT #	BRAND/PRODUCT(S) DESCRIPTION	# OF CASES
21000 - 70443	36/7 OZ. MACARONI & CHEESE	
21000 - 70455	48/7 OZ. MACARONI & CHEESE	
21000 - 70457	36/10 OZ. MACARONI & CHEESE	
21000 - 02530	66/4 OZ. MACARONI & CHEESE	
	TOTAL CASES	

MINIMUM OF 3 CASES TO
EARN 100 BOWLS

Visit kraftfoodservice.com/crex
to purchase additional C. REX Bowls

