



KRAFT MACARONI & CHEESE MENU BRANDING ALLOWANCE



Offset your Menu printing costs with the Kraft Macaroni & Cheese Menu Branding Program!

"See Nutrition Information for Sodium Content"

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

REBATE OFFER

Fill Out Rebate Form Completely to Receive Payment

Guidelines and Eligibility

- Receive either a \$200.00 Rebate or 240 C. Rex bowls for eligible operators to offset menu printing costs with the purchase of 15 cases of Kraft Macaroni & Cheese (per location).
- Operators who provide documentation of use of approved Kraft Macaroni & Cheese Logo on their menu.
- Only one (1) Menu Branding Allowance per customer location per calendar year.
- All non-contract operators purchasing eligible single serve frozen Kraft Macaroni & Cheese products.
- Operators must provide a completed Menu Branding Allowance rebate form, a printed menu with approved Kraft Macaroni & Cheese Logo or Kraft logo in Entree or Kids Section and recent invoices that show purchases of Kraft Macaroni & Cheese.
- Branding on Kraft provided Merchandising materials (i.e. Kraft placements, Kraft tabletents, Kraft menu inserts, etc.) does not qualify for this offer.
- Photocopies of menu will not be accepted. An original menu must be mailed in. Contact your Kraft Foodservice Representative for approved logo.

Check Redemption Option: \$200.00 or 240 C. REX BOWLS

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 _____

GN2343

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.
- 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.
- Operators may only redeem one per location per year.
- All completed rebate claims, together with proof of purchase, must be postmarked no later than March 31, 2012.
- Please allow 6 - 8 weeks for processing.
- Send this completed form and documentation (menu proof of performance must be original while invoices and rebate form may be photo copies) 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
Limited Service Restaurants	<input type="checkbox"/> QSR Hamburger
	<input type="checkbox"/> QSR Other Sandwich
	<input type="checkbox"/> QSR Speciality
	<input type="checkbox"/> QSR Bakery / Donut / Snack
	<input type="checkbox"/> QRS /Cafeteria / Buffet
	<input type="checkbox"/> Quick Casual
Non-Commercial	<input type="checkbox"/> Business & Industry
	<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
	<input type="checkbox"/> Vending & OCS
	<input type="checkbox"/> All Other Non-commercial
Retail Hosts	<input type="checkbox"/> C-Stores
	<input type="checkbox"/> Supermarkets
	<input type="checkbox"/> All Other Retail

* Any rebates received may be considered a discount and require disclosure under state and federal programs providing cost or charge-based reimbursement for goods and services.

Date _____



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



Minimum of 15 cases

Minimum 15 cases for Menu Branding Allowance



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