



# HELLO HOLIDAYS!

SEPTEMBER 6, 2011 - DECEMBER 31, 2011

**SAVE UP TO \$600 ON THE MOST POPULAR HOLIDAY ITEMS** SEE BACK FOR DETAILS

## HI THERE DESSERT MENUVISION!

Exclusive patron research shows you the desserts customers say they want.



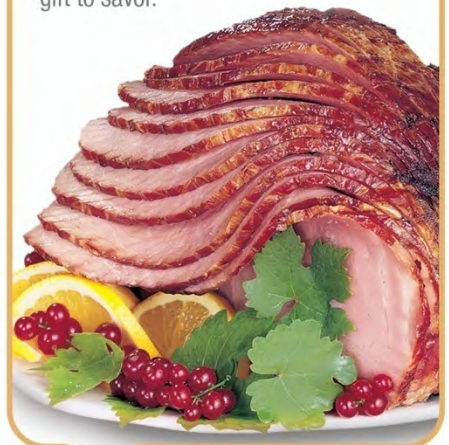
## GOOD TO SEE YOU DESSERTS TO GO.

Free P.O.S., dessert boxes and more to extend sales beyond the meal.



## WELL HELLO GIFT BOX HAMS.

Naturally smoked ham in a gift box makes a perfect holiday gift to savor.



**GET ALL THIS AND MORE AT**  
[SARALEEFOODSERVICE.COM/PROMOTIONS.ASPX](http://SARALEEFOODSERVICE.COM/PROMOTIONS.ASPX)



# SAVE UP TO \$600 ALL THROUGHOUT THE HOLIDAYS OFFER VALID FROM 9.6.11 TO 12.31.11



## EARN \$2 PER CASE ON THESE QUALIFYING PRODUCTS

### NorthCenter

### DESCRIPTION

<b>Mfg #</b>	<b>RIBEYE</b>
17338	Chef's Select Lip On Ribeye Rare, 12 Up
17315	Choice Lip On Ribeye Rare, 12 Up
17316	Choice Lip On Ribeye Rare, 12 Down
17337	Select Lip On Ribeye Rare, 12 Up

### POT ROAST

04319	Choice Shoulder Clod w/Au Jus, Onions & Carrots
17701	Choice Shoulder Clod Yankee Pot Roast with Whole Carrots & Onions
17704	Select Bottom Round, Flat

### HAM

32035	Banjo Ham, Bone-In Shape Without the Bone
38162 32822	Black Oak™ Ham, Slow Baked and Hardwood Smoked
33064	Black Oak™ Honey & Brown Sugar Ham, Slow Baked and Hardwood Smoked
31483	Hearthstone™ Ham
32236	Holiday Gift Box Spiral Sliced Ham

### TURKEY

12160	Raw Foil Wrapped Breast
12161	Raw Foil Wrapped Butter Breast

### SMOKED SAUSAGE

31196	Lit'l Smokies® Cocktail Links
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### INDIVIDUAL DESSERTS

241168 8163	Hot Fudge Chocolate Cake
241182 8167	Peanut Butter Cream Pie
38905	Red Velvet Layer Cake
38906	Tiramisu

8902 Turtle Cream Pie

Most Bakery products qualify for Foodservice Rewards.

Visit [www.foodservicerewards.com](http://www.foodservicerewards.com) for details.

### NorthCenter

### DESCRIPTION

<b>Mfg #</b>	<b>CHEESECAKE PIE</b>
23756 8078	Restaurant Reserve New York Style Hi-Rise Cheesecake
9371	Pre-Sliced Fruits of the Forest Streusel Hi Pie®
9372	Pre-Sliced Peach Lattice Pie
9372	Pre-Sliced No Sugar Added Pumpkin Pie
251806 0888	Pre-Sliced Cherry Lattice Pie
251806 0879	Pre-Sliced Apple Lattice Pie
251805 0889	Pre-Sliced Blueberry Lattice Pie
235739 9366	Pre-Sliced Dutch Apple Hi Pie®
234091 7165	Pre-Sliced Pecan Pie
234171 7166	Pre-Sliced Pumpkin Pie
234093 0880	Pre-Sliced Sweet Potato Pie
39509 9277	Unbaked Traditional Apple Pie
69507 9270	Unbaked Apple Hi Pie®
5481	Unbaked Caramel Apple Nut Hi Pie®
92850 9285	Unbaked Fruits of the Forest Hi Pie®
9276	Unbaked Pumpkin Pie
69513 9281	Prebaked Pumpkin Pie
67502 9273	Prebaked Southern Pecan Pie
9267	Prebaked Sweet Potato Pie
54978 9299	French Silk Pie

### TRADITIONAL CAKE

10682 8547	Double Chocolate Layer Cake
9325	Iced German Chocolate Cake
69516 7155	Carrot Layer Cake
50818 5363	Layer Cake Variety Pack #2 (Contains 1 Each of Apple Spice, Carrot, Double Chocolate, Iced German Chocolate)



# CASES PURCHASED \_\_\_\_\_ X \$2.00/CASE = \$ \_\_\_\_\_ TOTAL REBATE

(MIN \$20/MAX \$600)

Send to: Sara Lee Foodservice • Holiday Rebate • PO Box 2048 • Brownsdale, MN 55918

Make check payable to:

Establishment: \_\_\_\_\_

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

Address: (No PO Boxes) \_\_\_\_\_

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

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

Check here if you would like to receive e-mail offers from Sara Lee

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

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

#### Type of Operation: (check one)

- Commercial**
- Traditional QSR/Fast Food
  - Fast Casual/Quick Casual
  - Midscale/Family Dining
  - Casual Dining
  - Fine Dining
  - Bars & Taverns
  - Traditional Bakeries
  - Farm Stands

- Non-Commercial/Beyond Restaurants/Onsite Feeding**
- Business & Industry
  - Hospitals
  - Traditional Nursing Homes
  - Retirement Communities
  - Schools (K-12)
  - Colleges & Universities
  - Vending
  - Office Coffee Service (OCS)
  - Military
  - Lodging
  - Casinos/Gaming
  - Corrections
  - Supermarket Deli
  - Mass Merchandisers

#### Convenience Store

- Club Stores
- Recreation
- Airlines/Travel
- Cruise Lines
- Stadiums/Arenas

#### Average Number of Meals Served Per Day

- Under 100 meals
- 100-299
- 300-499
- 500-999
- 1,000-1,999
- 2,000-4,999
- 5,000 or more meals

#### TERMS AND CONDITIONS

**Eligible Customers:** Eligible Foodservice Operators that purchase qualifying products will receive a rebate of \$2.00 per case (up to \$600.00). An Eligible Customer must purchase at least 10 cases of qualifying products in order to receive a rebate. Offer limited to customers purchasing through a foodservice distributor, one coupon per operator/customer. Resale, bid, contract business, national accounts, affiliated franchise groups and Operator Tiered Program members are not eligible due to other Sara Lee Foodservice programs in which they may already participate. Broker organizations are ineligible for Sara Lee rebates. Chain headquarters may submit for multiple locations and request one combined rebate check; however, reports submitted must show individual store addresses and purchase information. Rebates must be submitted individually by foodservice operators. No bulk submissions or third-party submissions will be accepted. Offer valid in the U.S. only. Offers do not apply to deviated pricing, any distributor label product, or any other private label products. **Qualifying Products:** The product SKUs listed above. **Effective Dates:** Offer applies to qualified purchases made between 9/6/11 and 12/31/11. Request for rebate must be postmarked by 1/31/12. Please allow 4-6 weeks for rebate to arrive. **Limits:** Maximum rebate is \$600.00. **Proof of Purchase:** Copies of distributor invoice(s) showing case purchases must be attached to the coupon. Invoices used for this offer cannot be used in conjunction with any other Sara Lee offer except the Menu Allowance Program and Foodservice Rewards. Distributor velocity reports will only be accepted if they include Sara Lee item numbers, specific invoice numbers, dates and purchase prices. 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.

For more information, please contact your Sara Lee Foodservice Sales Representative or call 1-800-682-SARA (7272).