

REDEFINING

THE BURGER

CHOP
HOUSE

GOLD

CHOPPED BEEF STEAK



Save Cash, Get Gold! Earn Up To \$100

AdvancePierre Foods will rebate \$5 per case on the new CHOP HOUSE® GOLD Angus Chopped Beef Steak between January 1 and March 31, 2012.

FEATURES AND BENEFITS

Delicious Flavor and Natural Appearance

- Designed with attributes identified by sensory experts to drive consumer appeal
- Made with Angus beef and proprietary seasonings to enhance beefy flavor
- Extra thick profile and natural juices impart a meaty flavor and mouthwatering juiciness
- Handmade, irregular appearance with undefined shape and rounded edges
- Homemade texture resulting from a unique cooking process
- No charmarks for operator flexibility

Increased Profits

- Gourmet burger attributes for premium menu positioning
- A higher menu price for Angus beef
- Consistent food and labor costs
- Portion-controlled to eliminate waste

Reduced Labor Costs

- Seasoned and fully cooked
- Easy preparation—just heat and serve
- Minimal cleanup required
- Minimal yield loss



Classic Cheeseburger
Bacon and Bleu Burger
Mushroom Cheddar Burger
French Onion Burger

MENU SUGGESTIONS

Product Description	APF Code	Pack/Portion	Case Weight
CHOP HOUSE™ GOLD Angus Chopped Beef Steak	2604	32/5.00 oz.	10.00 lbs.
Fully cooked, extra thick, flamebroiled, Angus chopped beef steak.	2603	46/3.50 oz.	10.06 lbs.
The extra thick profile, handmade texture and appearance and beefy flavor deliver a truly made-from-scratch experience. Formulated to retain moisture.			



AdvancePierre Foods will reimburse the customer \$5 per case up to 20 cases (maximum \$100) on products listed above. Qualifying purchases must be made between January 1 and March 31, 2012. For more information, contact your local AdvancePierre Foods sales representative or broker.



To receive rebate, fill out the coupon below. Only original rebate forms will be honored. Attach your distributor invoice as proof of purchase (no distributor reports accepted) and mail to:

AdvancePierre Foods • Coupon Rebates • P.O. Box 5498 • Enid, OK 73702

Coupon must be postmarked no later than 30 days following the offer validation date indicated. Please allow at least 6 weeks for return payment by check, made payable only to enduser. No consolidated payments to distributor allowed. Offer valid to individual foodservice establishments, one request per location only. Invoices submitted with this rebate not valid with any other offer. Offer does not apply to bid, military or contract accounts. For additional information, please call 1.888.723.8237.

Establishment: _____ Type of Establishment: _____

Food Purchaser: _____ Title: _____

Phone No.: _____ Fax No.: _____

Mailing Address: _____ City, State and Zip Code: _____

E-mail Address: _____

Cases Purchased: _____ x \$5.00 = Total Rebate: _____ (Maximum \$100)