

Add these new bulk favorites to your cereal line-up and save up to \$100! (After Mail-In Rebate)

Valid Purchase Dates: January 1, 2012 - May 31, 2012

Offer Valid for Hospital, College & University, and Business & Industry/Employee Feeding Operators only.

Save \$5.00 per case when you purchase **ONE** case of **Kellogg's® Crunchy Nut™** or **Kellogg's® Cinnabon®** bulk cereal

(After Mail-In rebate; Maximum up to \$100)



For more information, contact your **Kellogg's® Food Away From Home Sales Representative**, call 877-511-5777 or visit www.kelloggsfoodawayfromhome.com.

Mail Completed Forms with Proofs of Purchase to:
Kellogg's® Crunchy Nut™ and Kellogg's® Cinnabon®
 \$5 Rebate 2012
 Kellogg's® Food Away From Home
 P.O. Box 1007
 Brownsdale, MN 55918-1007



Building your business with trusted brands™

Kellogg's® Crunchy Nut™ Roasted Nut and Honey O's Cereal and Kellogg's® Cinnabon® Cereal are Now Available in Bulk!

QUALIFYING PRODUCTS

Qualifying Product Ordered	Cases Purchased
38000-55182 Kellogg's® Crunchy Nut™ Roasted Nut and Honey O's Bulk Cereal	_____
38000-54746 Kellogg's® Cinnabon® Bulk Cereal	_____
Total Cases	_____
	x \$5 = _____
Total Cases	Total Rebate (Maximum up to \$100)

PLEASE COMPLETE THE FOLLOWING:

*Establishment Name: _____

*Contact Name: _____

*Title: _____

*Address (No P.O. Boxes, please): _____

*City: _____ State: _____ ZIP: _____

*Phone: _____ Fax #: _____

*E-mail Address: _____

Yes, I would like Kellogg's® Food Away From Home to send me exclusive promotional offerings and updates via e-mail.

*Distributor Name: _____

*Distributor City/State: _____

Number of meals served per day: _____

Are you affiliated with a Contract Management Company? yes no

If yes, which Contract Management Company? _____

Number of employees: _____

Number of dining facilities (if applicable): _____ Number of retail outlets (if applicable): _____

Total campus enrollment (if applicable): _____

Number of rooms or locations (if applicable): _____

How did you hear about this program? Kellogg Sales Rep Distributor Sales Rep

Tradeshow KFAFH.com website K-mail Mailing Other _____

Kellogg Sales Rep Name _____

* Required information

TERMS & CONDITIONS:

- Receive \$5 off each case when you purchase one case of Kellogg's® Crunchy Nut™ or Kellogg's® Cinnabon® bulk cereal, after mail-in rebate.
- Maximum rebate up to \$100.
- The stated promotional allowances are for products purchased between 1/01/2012 and 5/31/2012.
- Completed rebate claim forms must be postmarked no later than 6/30/2012 and received by 7/15/2012.
- Customer information must be completed in full.
- Offer limited to one rebate submission per operator.
- No promotional allowances will be honored without proper documentation (i.e., distributor invoices). Handwritten invoices will not be accepted. Invoices must include the distributor name. Computer reports will be accepted if they contain appropriate dates and clear separation of customer purchasing details.
- This rebate is available only to business and industry (employee foodservice), college/university, and hospital operators purchasing from foodservice distributors. Purchases from warehouse clubs, cash and carry, or resale are not eligible for this rebate. All other operator segments do not qualify.
- Rebates must be submitted individually by foodservice operators. No bulk submissions or third-party submissions will be accepted.
- Multi-unit operators require a rebate claim for each selling location.
- Sodexo managed accounts have requested to be ineligible for this rebate program.
- This rebate cannot be used in conjunction with any other Kellogg's® Food Away From Home promotion on these products or purchases made by non-profit bid.
- Payment will not be made to GPO headquarters or National Account headquarters.
- This rebate offer cannot be reproduced or transferred.

Order Kellogg's® Crunchy Nut™ and Kellogg's® Cinnabon® bulk cereal today!