

Valid Purchase Dates: June 1, 2011 - October 31, 2011

Rebate must be postmarked by November 30, 2011 and received by December 15, 2011. Offer Valid for Hospital, College & University, and Business & Industry/Employee Feeding Operators only.

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

Purchase **ONE** case of
Kellogg's® Crunchy Nut™ or
Kellogg's® Cinnabon® bulk cereal

and receive one case of
Froot Loops®, Apple Jacks®
or Corn Pops® bulk cereal
 (After Mail-In; Maximum 25 Cases)



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

Mail Completed Forms with Proofs of Purchase to:
Kellogg's® Crunchy Nut™ and **Kellogg's® Cinnabon®**
 Bulk Cereal Rebate 2011
 Kellogg's® Food Away From Home
 P.O. Box 1007
 Brownsdale, MN 55918-1007



QUALIFYING PRODUCTS

Qualifying Product Ordered	Total Cases Purchased
38000-55182 <i>Kellogg's® Crunchy Nut™</i> Roasted Nut and Honey O's Bulk Cereal	_____
38000-54746 <i>Kellogg's® Cinnabon®</i> Bulk Cereal	_____
Rebate Product Ordered	Total Cases Ordered (max. 25 cases total)
38000-01791 <i>Kellogg's® Froot Loops®</i> Bulk Cereal	_____
38000-02991 <i>Kellogg's® Apple Jacks®</i> Bulk Cereal	_____
38000-01091 <i>Kellogg's® Corn Pops®</i> Bulk Cereal	_____

Ship to Address Below

Ship Rebate Product Cases to: _____
 Location Name: _____
 Contact Name: _____
 Title: _____
 Address (No P.O. Boxes, please): _____
 City: _____ State: _____ ZIP: _____

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): _____

* Required information

TERMS & CONDITIONS:

- Receive one case of **Kellogg's® Froot Loops®, Kellogg's® Apple Jacks®, or Kellogg's® Corn Pops®** with purchase of equivalent number of cases of **Kellogg's® Crunchy Nut™** or **Kellogg's® Cinnabon®** bulk cereal, after mail-in rebate.
- Maximum rebate is 25 cases (no money amount).
- The stated promotional allowances are for products purchased between 06/01/2011 and 10/31/2011.
- Completed rebate claim forms must be postmarked no later than 11/30/2011 and received by 12/15/2011. Cereal will ship between 12/1/11 and 12/31/11.
- 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.

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