



NEW PRODUCTS to BUILD PROFITS

SAVE \$10/Case*

Get up to \$100. Offer valid from January 2, 2012 to June 29, 2012.

*See Terms and Conditions for details.

Coupon is valid for up to six recommended products checked below. (Sales/Broker Representatives - check up to six items)

| Item# | Description | Cases Purchased |
|---------------------------------------------------------|------------------------------------------|-----------------|
| Bistro Collection™ Ice Cream Individual Desserts | | |
| <input type="checkbox"/> 8177 | Turtle Pecan | _____ |
| <input type="checkbox"/> 8178 | Triple Chocolate | _____ |
| <input type="checkbox"/> 8179 | Peanut Butter Chocolate | _____ |
| <input type="checkbox"/> 8180 | Banana Split | _____ |
| <input type="checkbox"/> 8181 | Chocolate Chip Cookie Dough | _____ |
| <input type="checkbox"/> 8182 | Cookies and Cream | _____ |
| Chef Pierre® Pre-Sliced Cream and Meringue Pies | | |
| <input type="checkbox"/> 7163 | Traditional Lemon Meringue | _____ |
| <input type="checkbox"/> 7192 | Traditional Chocolate Cream | _____ |
| <input type="checkbox"/> 7190 | Coconut Crème de la Cream | _____ |
| <input type="checkbox"/> 7191 | Banana Crème de la Cream | _____ |
| <input type="checkbox"/> 7162 | French Silk | _____ |
| Ball Park® Handheld Lunch Sandwiches | | |
| <input type="checkbox"/> 51430 | Meat Hot Dog on a Bun, 3.9 oz. | _____ |
| <input type="checkbox"/> 51432 | Beef Hot Dog on a Bun, 3.9 oz. | _____ |
| <input type="checkbox"/> 51433 | Hamburger, 3.8 oz. | _____ |
| <input type="checkbox"/> 51434 | Cheeseburger, 4.3 oz. | _____ |
| <input type="checkbox"/> 51435 | Bacon Cheeseburger, 4.5 oz. | _____ |
| <input type="checkbox"/> 51436 | Southern Style Chicken Sandwich, 3.8 oz. | _____ |
| Jimmy Dean® Butcher Wrap Breakfast Sandwiches | | |
| <input type="checkbox"/> 51438 | Southern Style Chicken Biscuit, 4.0 oz. | _____ |

| Item# | Description | Cases Purchased |
|------------------------------------------------------------|------------------------------------|-----------------|
| Ball Park Premium Beef Franks | | |
| <input type="checkbox"/> 31807 | Deli Style Beef Franks 4:1, 6" | _____ |
| <input type="checkbox"/> 31804 | Deli Style Beef Franks 5:1, 6" | _____ |
| <input type="checkbox"/> 31803 | Deli Style Beef Franks 6:1, 6" | _____ |
| <input type="checkbox"/> 31802 | Deli Style Beef Franks 8:1, 6" | _____ |
| <input type="checkbox"/> 31801 | Angus Beef Franks 4:1, 6" | _____ |
| <input type="checkbox"/> 31805 | Angus Beef Franks 5:1, 6" | _____ |
| <input type="checkbox"/> 31809 | Angus Beef Franks 6:1, 6" | _____ |
| <input type="checkbox"/> 31808 | Angus Beef Franks 8:1, 6" | _____ |
| Hillshire Farm® Smoked Sausage | | |
| <input type="checkbox"/> 32132 | CheddarWurst® 4:1 | _____ |
| <input type="checkbox"/> 32133 | Beer Brat 5:1 | _____ |
| <input type="checkbox"/> 09402 | Endless Turkey Smoked Sausage | _____ |
| <input type="checkbox"/> 03704 | Diced Andouille | _____ |
| <input type="checkbox"/> 33328 | Bias Cut Black Oak™ | _____ |
| Hillshire Farm Deli Select® Ultra Thin Sliced Meats | | |
| <input type="checkbox"/> 05457 | Honey Ham, Ultra Thin | _____ |
| <input type="checkbox"/> 05458 | Hardwood Smoked Ham, Ultra Thin | _____ |
| <input type="checkbox"/> 05459 | Hardwood Smoked Turkey, Ultra Thin | _____ |
| <input type="checkbox"/> 05460 | Oven Roasted Turkey, Ultra Thin | _____ |
| <input type="checkbox"/> 05472 | Roast Beef, Ultra Thin | _____ |
| <input type="checkbox"/> 05473 | Corned Beef, Ultra Thin | _____ |

| Item# | Description | Cases Purchased |
|--------------------------------------------------------------------|-----------------------------------------------|-----------------|
| Hillshire Farm Deli Select® Ultra Thin Sliced Meats (cont.) | | |
| <input type="checkbox"/> 05474 | Pastrami, Ultra Thin | _____ |
| <input type="checkbox"/> 05438 | Lower Sodium Honey Roasted Turkey, Ultra Thin | _____ |
| <input type="checkbox"/> 05439 | Lower Sodium Oven Roasted Turkey, Ultra Thin | _____ |
| <input type="checkbox"/> 05454 | Lower Sodium Smoked Ham, Ultra Thin | _____ |
| <input type="checkbox"/> 05455 | Lower Sodium Honey Ham, Ultra Thin | _____ |
| Sara Lee® 150 Calorie Dessert Cups | | |
| <input type="checkbox"/> 8171 | Triple Chocolate | _____ |
| <input type="checkbox"/> 8174 | Lemon | _____ |
| <input type="checkbox"/> 8173 | Chocolate Cookies N Crème | _____ |
| <input type="checkbox"/> 8172 | Banana Crème | _____ |
| <input type="checkbox"/> 8170 | Strawberry Crème | _____ |

| | | |
|---------------------------------|-------------|------------------------------|
| _____ | x \$10.00 = | _____ |
| Total Cases Purchased (Max. 10) | | Total Rebate (Max. \$100.00) |

Sales/Broker Representative (Please Print)

Name: _____ Broker Firm: _____

Coupon must have an authorized Sara Lee Sales/Broker Representative name to be valid.

Send to: Sara Lee New Product Trial Offer, 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 Restaurants

- 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
- Club Stores
- Recreation

- Airlines/Travel
- Cruise Lines
- Stadiums/Arenas
- Convenience Stores

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 \$10.00 per case (up to \$100.00). Offer limited to customers purchasing through a foodservice distributor; one coupon per operator/customer. Resale, bid, contract business, national accounts, and affiliated franchise groups 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:** Valid on SKUs listed above. **Effective Dates:** Offer applies to qualified purchases made between January 2, 2012 and June 29, 2012. Request for rebate must be postmarked by July 31, 2012. Please allow 4-6 weeks for rebate to arrive. **Limits:** Maximum rebate is \$100.00. **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, Foodservice Rewards and the Operator Tiered Program. 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. Must be signed by broker to be valid.

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

