

# APPEAL

to every  
impulsive  
appetite



**Chef Pierre®**



Acrylic Pie Display Case  
12.5" x 13" x 21.5"



Small Chef Pierre® Wire Rack  
9.13" x 9" x 22"



Acrylic Bakery Display Case  
21" x 17.75" x 16.5"



IW Pie Racks



Large Chef Pierre® Wire Rack  
16.25" x 11.5" x 25.75"

## BAKERY EQUIPMENT REBATE

### DESSERT ON DISPLAY!

Capture impulse purchases with ease by displaying a variety of bakery at the checkout counter.

### PROGRAM DETAILS:

Purchase 8 cases of select Sara Lee Frozen Bakery products and earn a FREE Bakery Rack, IW Pie Rack or Acrylic Display Case!

- Product purchases must be made by June 30, 2020.
- Simply fill out the enclosed form and mail or submit online with proof of purchase.
- Offer valid from **July 1, 2019 – June 30, 2020**.
- See reverse for qualifying products.

# MORE THAN 60%

OF TAKEOUT/DELIVERY ORDERS ARE IMPULSE.

2018 Off Premise Insights

# 54%

OF CONSUMERS SAID THEIR DESSERT PURCHASES WERE AN IMPULSE BUY.

Technomic 2018

Name of Operation \_\_\_\_\_

First and Last Name \_\_\_\_\_

Title \_\_\_\_\_

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

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail  I would like to receive emails from Chef Pierre, Bistro Collection & Sara Lee brands.

Distributor Name \_\_\_\_\_

Distributor City \_\_\_\_\_

State \_\_\_\_\_

### PLEASE CHECK PREFERENCE: (select one)

- Small Chef Pierre Wire Rack
- Large Chef Pierre Wire Rack
- IW Pie Rack-White
- IW Pie Rack-Black
- Acrylic Bakery Display Case
- Acrylic Pie Display Case

### TYPE OF OPERATION: (check one)

- Convenience Stores
- Business & Industry
- Hospitals
- Schools (K-12)
- Colleges & Universities
- Lodging
- Casinos/Gambling
- Recreation
- Traditional Nursing Homes
- Catering
- Other Foodservice

**TO REDEEM:** Online redemption encouraged. Photocopies accepted. Redeem online at [www.fspromos4u.com/saralee](http://www.fspromos4u.com/saralee) and enter the Quick Access Code: **SLFBEquipment** or mail completed form to: Sara Lee Frozen Bakery  
c/o Equipment Program  
PO Box 2040  
Brownsdale, MN 55918

### TERMS & CONDITIONS:

**Eligible Customers:** Eligible Operators that purchase qualifying bakery products will receive one free bakery case of choice as designated on the attached form. One coupon per operator. Resale, bid, contract business, national accounts, affiliated franchise groups are not eligible due to other Sara Lee Frozen Bakery programs in which they may already participate. Broker organizations are ineligible for Sara Lee Frozen Bakery rebates. Chain headquarters may submit for multiple locations. However, reports submitted must show individual store addresses and purchase information. No bulk submissions or third-party submissions will be accepted. Offer valid in the U.S. only. Offer does not apply to deviated pricing, any distributor label product, or any other private label products. **Qualifying Products:** All Sara Lee Frozen Bakery SKUs listed on reverse. **Qualifying Equipment:** Small Chef Pierre Wire Rack, Large Chef Pierre Wire Rack, IW Pie Rack-White, IW Pie Rack-Black, Acrylic Bakery Display Case, Acrylic Pie Display Case. **Effective Dates:** Qualifying bakery product purchases must be made between July 1, 2019 and June 30, 2020. Request for rebate must be postmarked by July 31, 2020. Please allow 4-6 weeks for equipment selection to arrive. **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 Frozen Bakery offer. Distributor velocity reports will only be accepted if they include Sara Lee Frozen Bakery product item numbers, specific invoice numbers, dates and purchase prices. Sara Lee Frozen Bakery has final decision on the interpretation of the terms and conditions of this promotion. Information submitted shall be the property of Sara Lee Frozen Bakery.

# QUALIFYING PRODUCTS

## BAKERY EQUIPMENT REBATE

Item #	Description	Cases Previously Purchased	Item #	Description	Cases Previously Purchased
<b>ChefPierre Individually Wrapped – Perfect for Chef Pierre Wire Racks</b>			<b>Bulk Bakery – Perfect for Acrylic Pie Display Case</b>		
7575	Cookie Dough IW Muffin 12/40Z	_____	8897	Small Whole Grain Double Chocolate Muffin 20Z 4/24CT	_____
7576	Banana Nut IW Muffin 12/40Z	_____	8711	Apple Fritter Donut 3.250Z 8/6CT	_____
7577	Blueberry IW Muffin 12/40Z	_____	8725	Mini Cake Donut Variety Pack 1.250Z 4/60CT	_____
7579	Cheese Streusel IW Muffin 12/40Z	_____	8726	Yeast Donut Variety Pack 8/6CT	_____
7589	Cookie Dough IW Muffin 24/40Z	_____	8729	Cake Donut Variety Pack 2.50Z 8/6CT	_____
7590	Cinnamon Pecan Coffeecake IW Muffin 24/40Z	_____	8732	Glazed Yeast Donut 2.50Z 8/6CT	_____
8625	Blueberry IW Muffin 24/40Z	_____	8735	Glazed Old Fashioned Sour Cream Cake Donut 2.50Z 8/6CT	_____
8626	Bran IW Muffin 24/40Z	_____	8736	Powdered Sugar Cake Donut 2.50Z 8/6CT	_____
8627	Banana Nut IW Muffin 24/40Z	_____	8788	Glazed Cake Donut Variety Pack 30Z 8/6CT	_____
8635	Variety Pack IW Muffin 24/40Z	_____	8336	Large Blueberry Cheese Butterfly Danish 40Z 6/8CT	_____
8636	Corn IW Muffin 24/40Z	_____	8337	Large Raspberry Butterfly Danish 40Z 6/8CT	_____
8649	Cheese Streusel IW Muffin 24/40Z	_____	8338	Large Apple Twist Danish 40Z 3/8CT	_____
8654	Double Chocolate IW Muffin 24/40Z	_____	8339	Large Cheese Butterfly Danish 40Z 3/8CT	_____
8665	Banana Nut IW Muffin 48/20Z	_____	8344	Timeless Collection Large Pastry Variety Pack 6/8CT	_____
8666	Blueberry IW Muffin 48/20Z	_____	8348	Large Cinnamon Almond Bear Claw Danish 3.50Z 3/8CT	_____
8668	Cheese Streusel IW Muffin 48/20Z	_____	8914	Large Cheese Butterfly Danish 40Z 6/8CT	_____
8699	Low-Fat Blueberry IW Muffin 24/40Z	_____	8208	European Style Variety Pack - 4 Assortments	_____
8860	Whole Grain Blueberry IW Muffin 48/20Z	_____	8917	Apple Demi-Danish 1.310Z 5/10CT	_____
8858	Whole Grain Apple Cinnamon IW Muffin 48/20Z	_____	8918	Cheese Demi-Danish 1.310Z 5/10CT	_____
8859	Whole Grain Corn IW Muffin 48/20Z	_____	8919	Raspberry Demi-Danish 1.310Z 5/10CT	_____
8861	Whole Grain Banana IW Muffin 48/20Z	_____	8924	Demi-Danish Variety Pack 1.310Z 5/10CT	_____
8862	Whole Grain Double Chocolate IW Muffin 48/20Z	_____	8941	European Style Pastry Variety Pack - 3 Assortments	_____
41322	Whole Grain Blueberry IW Muffin 24/40Z	_____	8281	Pre-Cut Sweet Cornbread 4/640Z	_____
41323	Whole Grain Banana IW Muffin 24/40Z	_____	8282	Pre-Cut Jalapeño Cornbread 4/640Z	_____
41324	Whole Grain Double Chocolate IW Muffin 24/40Z	_____	<b>Bulk Bakery – Perfect for Bakery Display Case</b>		
7556	Iced Cheese IW Danish 12/3.250Z	_____	8241	Classic Iced Brownie 4/750Z	_____
8349	Variety Pack IW Danish 24CT	_____	8211	Premium Triple Chocolate Chunk Brownie 4/750Z	_____
8356	Orchard Apple IW Danish 24/3.250Z	_____	8214	Premium Salted Caramel Brownie 4/740Z	_____
8357	Cheese IW Danish 24/2.250Z	_____	<b>Bulk Bakery – Perfect for Bakery Display Case</b>		
8358	Cinnamon IW Danish 24/3.250Z	_____	8217	Cinnamon Swirl Stuffed Muffin with Cream Cheese Filling 24/40Z	_____
8868	Cheese IW Danish 12/4.750Z	_____	8218	Banana Nut Stuffed Muffin with Cream Cheese Filling 24/40Z	_____
8863	Cornbread IW Mini Loaves 48/20Z	_____	8219	Blueberry Stuffed Muffin with Lemon Filling 24/40Z	_____
<b>Individually Wrapped Pies – Perfect for IW Pie Rack</b>			8220	Double Chocolate Stuffed Muffin with Salted Caramel Filling 24/40Z	_____
5097	Apple IW Pie 24/40Z	_____	8805	Favorites Collection Variety Pack 2 Bars 4CT	_____
5117	Pecan IW Pie 24/40Z	_____	8806	Favorites Collection Variety Pack 1 Bars 4CT	_____
5421	Sweet Potato IW Pie 48/40Z	_____	8570	Lemon Lovers Bar 4/440Z	_____
7140	Apple IW Pie 48/40Z	_____	8571	Seven Layers of Heaven Bar 4/440Z	_____
7144	Pecan IW Pie 48/40Z	_____	8572	Blondie Bar 4/370Z	_____
7554	Traditional Chocolate Cream IW Pie 24/30Z	_____	8574	Ultimate Brownie Bar 4/440Z	_____
7555	Pumpkin IW Pie 24/50Z	_____	8575	Strawberry Swirl Cheesecake CC 4/520Z	_____
8981	Lemon Meringue IW Pie 24/3.50Z	_____	8593	Favorites Collection Variety Pack 4CT	_____
<b>Bulk Bakery – Perfect for Bakery Display Case</b>			8794	S'mores Brownie Bar 4/490Z	_____
8607	Large Blueberry Muffin 4 OZ 4/12CT	_____	8795	Pecan Carmelita Bar 4/490Z	_____
8608	Large Bran Muffin 4 OZ 4/12CT	_____	8796	Baileys® Dark Chocolate Swirl Brownie	_____
8613	Large Banana Nut Muffin 4 OZ 4/12CT	_____	8797	Brown Butter Bourbon Bar 4/360Z	_____
8628	Large Corn Muffin 4 OZ 4/12CT	_____	8798	Peanut Butter Chocolate Layer Bar 4/590Z	_____
8642	Large Carrot Nut Muffin 4 OZ 4/12CT	_____	8961	Double Chocolate Decadence Brownie 4/550Z	_____
8643	Large Cheese Streusel Muffin 4 OZ 4/12CT	_____	8963	Salted Caramel Brownie 4/540Z	_____
8644	Large Double Chocolate Muffin 4 OZ 4/12CT	_____	8964	Pre-Cut Salted Caramel Brownie -12 4/540Z	_____
8663	Large Blueberry Muffin 4 OZ 4/12CT	_____	8983	Salted Caramel Brownie Pack 8/540Z	_____
8687	Large Cinnamon Pecan Coffeecake Muffin 4 OZ 4/12CT	_____	8984	Lemon Lovers Bar Pack 8/440Z	_____
8696	Large Lemon Poppyseed Muffin 4 OZ 4/12CT	_____	8163	Individual Hot Fudge Chocolate Cake 24/2.80Z	_____
8717	Large Variety Pack Muffin 4 OZ 4/12CT	_____	8164	Individual Classic NY Style Creamy Cheesecake 24/2.60Z	_____
8767	Mini Variety Pack Muffin .90Z 3/54CT	_____	8166	Mini Key Lime Cream Pie 24/2.80Z	_____
8820	Mini Blueberry Muffin .90Z 2/54CT	_____	8167	Mini Chocolate Peanut Butter Cream Pie 24/3.10Z	_____
8821	Mini Banana Nut Muffin .90Z 2/54CT	_____	8952	Individual Hot Fudge Chocolate Cake 24/50Z	_____
8822	Mini Lemon Poppyseed Muffin .90Z 2/54CT	_____	38901	Individual Strawberry Cheesecake Cream 24/2.80Z	_____
8824	Mini Corn Muffin .90Z 2/54CT	_____	38902	Individual Turtle Cream 24/3.30Z	_____
8825	Mini Double Chocolate Muffin .90Z 2/54CT	_____	38903	Individual No Sugar Added Chocolate Cream 24/3.10Z	_____
8605	Small Blueberry Muffin 2 OZ 4/24CT	_____	38904	Individual Lemon Cream Layer Cake 24/2.60Z	_____
8606	Small Bran Muffin 2 OZ 4/24CT	_____	38905	Individual Red Velvet Layer Cake 24/2.50Z	_____
8611	Small Corn Muffin 2 OZ 4/24CT	_____	38906	Individual Tiramisu 24/2.60Z	_____
8658	Wholesome Indulgence® Muffin Variety Pack 1.50Z 3/24CT	_____			
8673	Small Cheese Streusel Muffin 2 OZ 4/24CT	_____			
8675	Small Double Chocolate Muffin 2 OZ 4/24CT	_____			
8677	Small Banana Nut Muffin 2 OZ 4/24CT	_____			
8716	Small Variety Pack Muffin 2 OZ 4/24CT	_____			
8895	Small Whole Grain Blueberry Muffin 20Z 4/24CT	_____			
8896	Small Whole Grain Banana 20Z 4/24CT	_____			

PLEASE CALL 855.524.7876 OR VISIT  
**SARALEEFROZENBAKERY.COM/FOODSERVICE/OFFERS**  
**TO LEARN MORE.**





## Making Life's Moments a Little Sweeter for our Customers

Great tasting food is our passion at Sara Lee Frozen Bakery and we want each bite to delight and inspire you to try more of our products. Our **Sweet Perks Operator Program** will reward you for every product you purchase with increasing perks as you move up the tiers.

### Quarterly Purchase Tiers

Tier 1	Tier 2	Tier 3	Tier 4
1,000 – 2,499 pounds	2,500 – 4,999 pounds	5,000 – 9,999 pounds	10,000+ pounds

### Start to Earn Your Sweet Perks Now

- Complete your enrollment form and mail to the SLFB Sweet Perks program address below or email to saraleefb@ibidata.com. Your participation will begin the quarter you enroll.
- Purchase eligible SLFB products as identified on the rate sheets. Consult your SLFS sales rep or broker for qualifying products and brands.
- Submit your quarterly purchases within 60 days of the end of each quarter. Submit online at [www.fspromos4u.com/saralee](http://www.fspromos4u.com/saralee) and enter the Quick Access Code: Sweetperks. Or by mail to Sara Lee Frozen Bakery c/o Sweet Perks Program, PO Box 2040, Brownsdale, MN 55918

### Qualifying Categories

- Chef Pierre® Pies, Pastries, Muffins & Breads
- Bistro Collection® Cakes, Pies, Brownies & Bars, Cheesecakes, Individuals (single serve) & Snacking
- Sara Lee® Cheesecakes, Cinnamon Rolls, Brownies, Cake & Individually Wrapped Bakery



FROZEN BAKERY

# Sweet Perks Operator Program

# Sign-up Form 2020

Make a copy for your records and mail this form to Sara Lee Frozen Bakery, c/o Sweet Perks Program, PO Box 2040, Brownsdale, MN 55918 or e-mail to saraleefb@ibidata.com for eligibility & authorization verification

<b>Establishment</b>	<b>Operating Segment (e.g. Casual Dining)</b>
<b>Name/Date</b>	<b>Waypoint Sales Rep Name</b>
<b>Title</b>	<b>Waypoint Sales Rep E-mail</b>
<b>Address (Please no PO boxes)</b>	<b>SLFB Sales Rep Name</b>
<b>City/State/Zip)</b>	<b>SLFB Sales Rep E-mail</b>
<b>E-mail: By joining this program you agree to receive product emails from SLFB</b>	<b>Enrollment completed by:</b> <input type="checkbox"/> Operator <input type="checkbox"/> Broker <input type="checkbox"/> SLFB Rep
<b>Phone</b>	<b>I am a member of a GPO</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Distributor Name</b>	<b>GPO name</b>
<b>Distributor City/State</b>	<b>Starting Quarter:</b> <input type="checkbox"/> Q1 (Jun, Feb, Mar) <input type="checkbox"/> Q2 (Ap, May, June) <input type="checkbox"/> Q3 July Aug Sept <input type="checkbox"/> Q4 (Oct Nov, Dec)





FROZEN BAKERY

## Terms & Conditions 2020

### Sweet Perks Operator Program

1. The rates for eligible items are provided on the Rate Sheet.
2. This offer is good only for the eligible items listed in the Rate Sheet.
3. All SLFB branded pounds purchased in the qualifying product categories shown will count toward the level achieved.
4. Please review eligible products with your SLFB or Broker sales representative.
5. The Rate Sheet is published two times per year and the effective dates are January thru June and July thru December.
6. Rebate requests must be submitted within 60 days after the end of each quarter and include purchase back-up. Back-up for this offer should be in the form of invoices or distributor reports. Distributor reports will only be accepted if they include SLFB item numbers, distributor and operator business name, appropriate dates and clear separation of purchase detail. Chain Headquarters may submit for multiple locations and request one combined rebate check. However reports submitted must show individual store addresses and purchase information.
7. **Submissions over 60 days at the end of the quarter will be denied.**
8. All proposed elements of this program are based on invoiced pounds (deductions must be adjusted out) within these dates and completed submission to SLFB.
9. Payments will be processed within 6-8 weeks of receipt of proof of purchase on a quarterly basis. Quarters are broken down as follows: Quarter 1, January - March; Quarter 2, April - June; Quarter 3, July - September; Quarter 4, October - December.
10. Should there be a discrepancy in the rebate amount, SLFB will supply a detailed explanation.
11. This offer will start at the beginning of the quarter in which the enrollment is received (enrollment received on March 15th, will qualify for the entire first quarter).
12. The program will continue until either the operator or SLFB provides a 30 days in advance written notice of termination.
13. Offer valid only in the US and limited to customers purchasing through a foodservice distributor.
14. Invoices for this offer cannot be used in conjunction with any other SLFB offer except the New Product Trial Offer.
15. This offer is not valid for school or military bids and operator members of Group Purchasing Organizations.
16. All other operator programs will be reviewed prior to participation.
17. SLFB has the final decision on the interpretation of the terms & conditions of this program and reserves the right to cancel this program at any time.
18. Information submitted shall be the property of SLFB.

**I agree to the terms & conditions**

**Signature**

Today's Date



# SAVE \$5/CASE UP TO \$500 ON CHEF PIERRE® CORNBREAD!

Valid January 1, 2020 through June 30, 2020

\_\_\_\_\_  
Name of Operation

\_\_\_\_\_  
First and Last Name                      Title

\_\_\_\_\_  
Mailing Address

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

\_\_\_\_\_  
Telephone

Email       I would like to receive emails from Chef Pierre, Bistro Collection & Sara Lee brands.

\_\_\_\_\_  
Distributor Name                      Distributor City, State

SKU	DESCRIPTION	CASES PURCHASED	REBATE PER CASE	TOTAL REBATE
<b>CORNBREAD</b>				
08282	Chef Pierre® Jalapeño Cornbread	_____	x \$5.00 =	_____
08281	Chef Pierre Sweet Cornbread	_____	x \$5.00 =	_____

**TYPE OF OPERATION: (check one)**

- Commercial Restaurants**
- Traditional QSR/Fast Food      Average Number of Meals Served Per Day
  - Bars & Taverns                       100-299
  - Fast Casual/Quick Casual       300-499
  - Traditional Bakeries               500-599
  - Midscale/Family Dining           600-999
  - Farm Stands                         1,000-1,999
  - Casual Dining                       2,000-4,999
  - Convenience Stores               5,000 or more
  - Fine Dining

- Non-Commercial/Beyond Restaurant/Onsite Feeding**
- How did you hear about this program?
- Business & Industry               Sales Rep
  - Casinos/Gambling                 Distributor Sales Rep
  - Hospitals                             Tradeshow
  - Corrections                         Website
  - Traditional Nursing Homes       Email
  - Supermarket Deli                 Other \_\_\_\_\_
  - Retirement Communities
  - Mass Merchandisers
  - Colleges & Universities
  - Recreation
  - Vending
  - Airlines/Travel
  - Office Coffee Service (OCS)
  - Cruise Lines
  - Stadiums/Arenas
  - Lodging



**TO REDEEM:** Online redemption encouraged. Photocopies accepted.

Redeem online at [www.fspromos4u.com/saralee](http://www.fspromos4u.com/saralee) and enter the Quick Access Code: H12020Cornbread or mail completed form to:

Sara Lee Frozen Bakery  
c/o H12020 Cornbread Promo  
PO Box 2040  
Brownsdale, MN 55918

**CALL 855.524.7876 OR CONTACT YOUR FOODSERVICE OR DISTRIBUTOR REP FOR MORE INFORMATION**

**TERMS & CONDITIONS:** Valid only for product codes listed in this offer. Promotion period is January 1, 2020 – June 30, 2020. All items listed on this offer can be purchased at any time during the promotional period. Offer applies only to foodservice operators. One coupon/redemption per location or headquarters address. Headquarters may submit for multiple locations and request one combined rebate check; however, reporting must show individual store addresses and purchase information. This offer is not valid for school or military bids and operator members of Group Purchasing Organizations. Offer does not apply to Resale, Bid, Contract Business, National Accounts and Franchise affiliated groups. Any other use constitutes fraud. Sara Lee Frozen Bakery Teams has final decision on the interpretation of the terms & conditions of this program and reserves the right to cancel this program at any time. Void where prohibited. Distributor invoices or tracking reports must accompany rebate form and include Sara Lee Frozen Bakery item numbers, operator & distributor business name and appropriate purchase dates and postmarked by July 31, 2020. Allow 6-8 weeks for fulfillment. Not valid in conjunction with any other Sara Lee Frozen Bakery offer except the Sweet Perks Program. Limit \$500.



# Save \$5/case up to \$500 on Chef Pierre® pies!

Valid January 1, 2020 - June 30, 2020

featuring pies from **Chef Pierre®**

Visit [SaraLeeFrozenBakery.com/SeasonalFavorites](http://SaraLeeFrozenBakery.com/SeasonalFavorites) for more information

Name of Operation \_\_\_\_\_

First and Last Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

Telephone \_\_\_\_\_

Email  I would like to receive emails from Chef Pierre, Bistro Collection & Sara Lee brands.

Distributor Name \_\_\_\_\_ Distributor City, State \_\_\_\_\_

**TYPE OF OPERATION: (check one)**

**Commercial Restaurants**

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

- Average Number of Meals Served Per Day**
- Under 100 Meals
  - 100-299
  - 300-499
  - 500-599
  - 600-999
  - 1,000-1,999
  - 2,000-4,999
  - 5,000 or more

**Non-Commercial/Beyond Restaurant/Onsite Feeding**

- Business & Industry
- Casinos/Gambling
- Hospitals
- Corrections
- Traditional Nursing Homes
- Supermarket Deli
- Retirement Communities
- Mass Merchandisers
- Colleges & Universities
- Recreation
- Vending
- Airlines/Travel
- Office Coffee Service (OCS)
- Cruise Lines
- Stadiums/Arenas
- Lodging

- How did you hear about this program?**
- Sales Rep
  - Distributor Sales Rep
  - Tradeshow
  - Website
  - Email
  - Other \_\_\_\_\_

**TO REDEEM:** Online redemption encouraged. Photocopies accepted.

Redeem online at [www.fspromos4u.com/saralee](http://www.fspromos4u.com/saralee) and enter the Quick Access Code: H12020Pies or mail completed form to:

Sara Lee Frozen Bakery  
c/o H12020 Pies Promo  
PO Box 2040  
Brownsdale, MN 55918

**CALL 855.524.7876 OR CONTACT YOUR FOODSERVICE OR DISTRIBUTOR REP FOR MORE INFORMATION**

**TERMS & CONDITIONS:** Valid only for product codes listed in this offer. May be used in conjunction with Sara Lee Frozen Bakery Sweet Perks Program. Promotion period is January 1, 2020 – June 30, 2020. All items listed on this offer can be purchased at any time during the promotional period. Offer applies only to foodservice operators. One coupon/redemption per location or headquarters address. Headquarters may submit for multiple locations and request one combined rebate check; however, reporting must show individual store addresses and purchase information. This offer is not valid for school or military bids and operator members of Group Purchasing Organizations. Offer does not apply to Resale, Bid, Contract Business, National Accounts and Franchise affiliated groups. Any other use constitutes fraud. Sara Lee Frozen Bakery Teams has final decision on the interpretation of the terms & conditions of this program and reserves the right to cancel this program at any time. Void where prohibited. Distributor invoices or tracking reports must accompany rebate form and include Sara Lee Frozen Bakery item numbers, operator & distributor business name and appropriate purchase dates and postmarked by July 31, 2020. Not valid in conjunction with any other Sara Lee Frozen Bakery offer except the Sweet Perks Program. Limit \$500.

PRODUCT CODE	PRODUCT NAME	CASES PURCHASED	REBATE PER CASE	TOTAL REBATE
0879	Apple Lattice Pre-Sliced Pie	.....	x \$5.00 =	.....
07174	Peach Lattice Pre-Sliced Pie	.....	x \$5.00 =	.....
09260	Pre-Baked Apple Hi-Pie®	.....	x \$5.00 =	.....
09283	Unbaked Peach Hi-Pie®	.....	x \$5.00 =	.....
09298	Cookies & Cream Crème de la Cream Pie	.....	x \$5.00 =	.....
09285	Unbaked Fruits of the Forest Hi-Pie®	.....	x \$5.00 =	.....
07132	No Sugar Added Fruits of the Forest Hi-Pie®	.....	x \$5.00 =	.....
07162	French Silk Pie	.....	x \$5.00 =	.....
09278	Unbaked Cherry Hi-Pie®	.....	x \$5.00 =	.....
09282	Unbaked Blueberry Hi-Pie®	.....	x \$5.00 =	.....
00888	Cherry Lattice Pre-Sliced Pie	.....	x \$5.00 =	.....
00889	Blueberry Lattice Pre-Sliced Pie	.....	x \$5.00 =	.....
09347	Bourbon Chocolate Pecan Pre-Sliced Pie	.....	x \$5.00 =	.....
07111	Unbaked Blackberry Pie	.....	x \$5.00 =	.....
05059	Unbaked Blackberry Hi-Pie®	.....	x \$5.00 =	.....
07191	Banana Crème de la Cream Pre-Sliced Pie	.....	x \$5.00 =	.....
07149	Classic Banana Cream Pie	.....	x \$5.00 =	.....
09348	Chocolate Brownie Pre-Sliced Pie	.....	x \$5.00 =	.....
07185	Chocolate Mint Cream Layer Pie Topped with Chocolate Shavings	.....	x \$5.00 =	.....
07172	Coconut Meringue Pie	.....	x \$5.00 =	.....
07173	Lemon Meringue Pre-Sliced Pie	.....	x \$5.00 =	.....
07190	Coconut Crème de la Cream Pre-Sliced Pie	.....	x \$5.00 =	.....
09293	Lemon Meringue Pie	.....	x \$5.00 =	.....
09379	Luxe Layers® Blueberry with Lemon Meringue Pre-Sliced Pie	.....	x \$5.00 =	.....
05145	Key Lime Meringue Pie	.....	x \$5.00 =	.....
07160	Key West Lime Pie	.....	x \$5.00 =	.....
04580	Chocolate Peanut Butter Crème de la Cream Pie	.....	x \$5.00 =	.....
09459	Luxe Layers® Salted Caramel with Chocolate Peanut Butter Cluster Pre-Sliced Pie	.....	x \$5.00 =	.....
07121	Unbaked Strawberry Rhubarb Pie	.....	x \$5.00 =	.....
09289	Unbaked Strawberry Rhubarb Hi-Pie®	.....	x \$5.00 =	.....
07180	Strawberries & Cream Pie	.....	x \$5.00 =	.....



# SAVE \$5/CASE UP TO \$500 ON CHEF PIERRE® CROISSANTS & MUFFINS

Valid January 1, 2020 through June 30, 2020

Name of Operation \_\_\_\_\_

First and Last Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

Telephone \_\_\_\_\_

E-mail  I would like to receive emails from Chef Pierre, Bistro Collection & Sara Lee brands.

Distributor Name \_\_\_\_\_ Distributor City, State \_\_\_\_\_

**TYPE OF OPERATION: (check one)**

**Commercial Restaurants**

- |  |  |
|--|--|
| <input type="checkbox"/> Traditional QSR/Fast Food | Average Number of Meals Served Per Day   |
| <input type="checkbox"/> Bars & Taverns            | <input type="checkbox"/> Under 100 Meals |
| <input type="checkbox"/> Fast Casual/Quick Casual  | <input type="checkbox"/> 100-299         |
| <input type="checkbox"/> Traditional Bakeries      | <input type="checkbox"/> 300-499         |
| <input type="checkbox"/> Midscale/Family Dining    | <input type="checkbox"/> 500-599         |
| <input type="checkbox"/> Farm Stands               | <input type="checkbox"/> 600-999         |
| <input type="checkbox"/> Casual Dining             | <input type="checkbox"/> 1,000-1,999     |
| <input type="checkbox"/> Convenience Stores        | <input type="checkbox"/> 2,000-4,999     |
| <input type="checkbox"/> Fine Dining               | <input type="checkbox"/> 5,000 or more   |

**Non-Commercial/Beyond Restaurant/Onsite Feeding**

- |  |  |
|--|--|
| <input type="checkbox"/> Business & Industry         | How did you hear about this program?           |
| <input type="checkbox"/> Casinos/Gambling            | <input type="checkbox"/> Sales Rep             |
| <input type="checkbox"/> Hospitals                   | <input type="checkbox"/> Distributor Sales Rep |
| <input type="checkbox"/> Corrections                 | <input type="checkbox"/> Tradeshow             |
| <input type="checkbox"/> Traditional Nursing Homes   | <input type="checkbox"/> Website               |
| <input type="checkbox"/> Supermarket Deli            | <input type="checkbox"/> Email                 |
| <input type="checkbox"/> Retirement Communities      | <input type="checkbox"/> Other _____           |
| <input type="checkbox"/> Mass Merchandisers          |  |
| <input type="checkbox"/> Colleges & Universities     |  |
| <input type="checkbox"/> Recreation                  |  |
| <input type="checkbox"/> Vending                     |  |
| <input type="checkbox"/> Airlines/Travel             |  |
| <input type="checkbox"/> Office Coffee Service (OCS) |  |
| <input type="checkbox"/> Cruise Lines                |  |
| <input type="checkbox"/> Stadiums/Arenas             |  |
| <input type="checkbox"/> Lodging                     |  |

**TO REDEEM:** Online redemption encouraged. Photocopies accepted.

Redeem online at [www.fspromos4u.com/saralee](http://www.fspromos4u.com/saralee) and enter the Quick Access Code: H12020Bakery or mail completed form to:

Sara Lee Frozen Bakery  
c/o H12020 Bakery Promo  
PO Box 2040  
Brownsdale, MN 55918

**SKU DESCRIPTION**

**CROISSANTS**

- 08404 1.125 oz. Unsliced Natural Butter Flavored Croissant
- 08405 1.5 oz. Unsliced Natural Butter Flavored Croissant
- 08406 1.5 oz. Unsliced Natural Butter Flavored Croissant
- 08401 2 oz. Sliced Natural Butter Flavored Croissant
- 41315 2.35 oz. 51% Whole Grain Sliced Natural Butter Flavored Croissant
- 08424 2.5 oz. Sliced Natural Butter Flavored Croissant
- 08477 3 oz. Sliced Natural Butter Flavored Croissant
- 08403 2 oz. Sliced Sandwich Croissant (Value)
- 08427 2 oz. Sliced Sandwich Croissant (Value)
- 04399 2.25 oz. Sliced Sandwich Croissant (Value)
- 08416 3 oz. Sliced Sandwich Croissant (Value)
- 05704 1.125 oz. Unsliced All Butter Croissant
- 05703 2 oz. Unsliced All Butter Croissant
- 08400 2 oz. Sliced All Butter Croissant
- 05702 3 oz. Unsliced All Butter Croissant
- 08476 3 oz. Sliced All Butter Croissant



**MUFFINS**

- NEW!** 20018 4 oz. Muffin Variety Pack, Blueberry, Banana Nut, Double Chocolate Chunk
- NEW!** 20019 2 oz. Muffin Variety Pack, 2 oz. Blueberry, Banana Nut, Double Chocolate Chunk
- NEW!** 20021 2 oz. IW Muffin Variety Pack, Blueberry, Banana Nut, Double Chocolate Chunk
- 08621 .9 oz. Banana Nut Muffin
- 08820 .9 oz. Blueberry Muffin
- 08824 .9 oz. Corn Muffin
- 08835 .9 oz. Double Chocolate Chunk Muffin
- 08822 .9 oz. Lemon Poppyseed Muffin
- 08677 2 oz. Banana Nut Muffin
- 08605 2 oz. Blueberry Muffin
- 08606 2 oz. Bran Muffin
- 08673 2 oz. Cheese Streusel Muffin
- 08611 2 oz. Corn Muffin
- 08765 2 oz. Double Chocolate Chunk Muffin
- 08613 4 oz. Banana Nut Muffin
- 08607 4 oz. Blueberry Muffin
- 08608 4 oz. Bran Muffin
- 08642 4 oz. Carrot Nut Muffin
- 08643 4 oz. Cheese Streusel Muffin
- 08687 4 oz. Cinnamon Pecan Coffeecake Muffin
- 08628 4 oz. Corn Muffin
- 08644 4 oz. Double Chocolate Chunk Muffin
- 08696 4 oz. Lemon Poppyseed Muffin



**CALL 855.524.7876 OR CONTACT YOUR FOODSERVICE OR DISTRIBUTOR REP FOR MORE INFORMATION**

**TERMS & CONDITIONS:** Valid only for product codes listed in this offer. Promotion period is January 1, 2020 – June 30, 2020. All items listed on this offer can be purchased at any time during the promotional period. Offer applies only to foodservice operators. One coupon/redemption per location or headquarters address. Headquarters may submit for multiple locations and request one combined rebate check; however, reporting must show individual store addresses and purchase information. This offer is not valid for school or military bids and operator members of Group Purchasing Organizations. Offer does not apply to Resale, Bid, Contract Business, National Accounts and Franchise affiliated groups. Any other use constitutes fraud. Sara Lee Frozen Bakery Teams has final decision on the interpretation of the terms & conditions of this program and reserves the right to cancel this program at any time. Void where prohibited. Distributor invoices or tracking reports must accompany rebate form and include Sara Lee Frozen Bakery item numbers, operator & distributor business name and appropriate purchase dates and postmarked by July 31, 2020. Allow 6-8 weeks for fulfillment. Not valid in conjunction with any other Sara Lee Frozen Bakery offer except the Sweet Perks Program. Limit \$500.



# NEW Products Promo

**SAVE \$5/CASE UP TO \$500 ON ALL NEW PRODUCTS!**

Valid January 1, 2020 through June 30, 2020

Name of Operation \_\_\_\_\_

First and Last Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

Telephone \_\_\_\_\_

Email  I would like to receive emails from Chef Pierre, Bistro Collection & Sara Lee brands.

Distributor Name \_\_\_\_\_ Distributor City, State \_\_\_\_\_

**TYPE OF OPERATION: (check one)**

**Commercial Restaurants**

- Traditional QSR/Fast Food
  - Bars & Taverns
  - Fast Casual/Quick Casual
  - Traditional Bakeries
  - Midscale/Family Dining
  - Farm Stands
  - Casual Dining
  - Convenience Stores
  - Fine Dining
- Average Number of Meals Served Per Day
- Under 100 Meals
  - 100-299
  - 300-499
  - 500-599
  - 600-999
  - 1,000-1,999
  - 2,000-4,999
  - 5,000 or more

**Non-Commercial/Beyond Restaurant/Onsite Feeding**

- Business & Industry
  - Casinos/Gambling
  - Hospitals
  - Corrections
  - Traditional Nursing Homes
  - Supermarket Deli
  - Retirement Communities
  - Mass Merchandisers
  - Colleges & Universities
  - Recreation
  - Vending
  - Airlines/Travel
  - Office Coffee Service (OCS)
  - Cruise Lines
  - Stadiums/Arenas
  - Lodging
- How did you hear about this program?
- Sales Rep
  - Distributor Sales Rep
  - Tradeshow
  - Website
  - Email
  - Other \_\_\_\_\_

PRODUCT CODE	PRODUCT NAME	CASES PURCHASED	REBATE PER CASE	TOTAL REBATE
<b>BREADS</b>				
8282	Chef Pierre® NEW! Pre-Cut Jalapeño Cornbread		x \$5.00 =	
41317	Chef Pierre® IMPROVED! Whole Grain Biscuit		x \$5.00 =	
<b>MUFFINS</b>				
8858	Chef Pierre® NEW! Whole Grain Individually Wrapped Cinnamon Apple Muffin		x \$5.00 =	
8859	Chef Pierre® NEW! Whole Grain Individually Wrapped Corn Muffin		x \$5.00 =	
<b>DESSERTS</b>				
4251	Sara Lee® NEW! Chocolate Pound Cake		x \$5.00 =	
8213	Sara Lee® NEW! Classic Iced Brownie without Nuts		x \$5.00 =	
9347	Chef Pierre® NEW! Bourbon Chocolate Pecan Pie		x \$5.00 =	
9348	Chef Pierre® NEW! Chocolate Brownie Pie		x \$5.00 =	
9368	Chef Pierre® NEW! Pumpkin Spice Latte Pie		x \$5.00 =	

**TO REDEEM:** Online redemption encouraged. Photocopies accepted.

Redeem online at [www.fspromos4u.com/saralee](http://www.fspromos4u.com/saralee) and enter the Quick Access Code: H1FY20NewProducts or mail completed form to:

Sara Lee Frozen Bakery  
c/o H1FY20 New Products Promo  
PO Box 2040  
Brownsdale, MN 55918

**CALL 855.524.7876 OR CONTACT YOUR FOODSERVICE OR DISTRIBUTOR REP FOR MORE INFORMATION**

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