

APPEAL

to every
impulsive
appetite



Chef Pierre®



BAKERY EQUIPMENT REBATE



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"

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 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
ChefPierre Individually Wrapped – Perfect for Chef Pierre Wire Racks			8897	Small Whole Grain Double Chocolate Muffin 20Z 4/24CT	
7575	Cookie Dough IW Muffin 12/40Z		8711	Apple Fritter Donut 3.250Z 8/6CT	
7576	Banana Nut IW Muffin 12/40Z		8725	Mini Cake Donut Variety Pack 1.250Z 4/60CT	
7577	Blueberry IW Muffin 12/40Z		8726	Yeast Donut Variety Pack 8/6CT	
7579	Cheese Streusel IW Muffin 12/40Z		8729	Cake Donut Variety Pack 2.50Z 8/6CT	
7589	Cookie Dough IW Muffin 24/40Z		8732	Glazed Yeast Donut 2.50Z 8/6CT	
7590	Cinnamon Pecan Coffeecake IW Muffin 24/40Z		8735	Glazed Old Fashioned Sour Cream Cake Donut 2.50Z 8/6CT	
8625	Blueberry IW Muffin 24/40Z		8736	Powdered Sugar Cake Donut 2.50Z 8/6CT	
8626	Bran IW Muffin 24/40Z		8788	Glazed Cake Donut Variety Pack 30Z 8/6CT	
8627	Banana Nut IW Muffin 24/40Z		8336	Large Blueberry Cheese Butterfly Danish 40Z 6/8CT	
8635	Variety Pack IW Muffin 24/40Z		8337	Large Raspberry Butterfly Danish 40Z 6/8CT	
8636	Corn IW Muffin 24/40Z		8338	Large Apple Twist Danish 40Z 3/8CT	
8649	Cheese Streusel IW Muffin 24/40Z		8339	Large Cheese Butterfly Danish 40Z 3/8CT	
8654	Double Chocolate IW Muffin 24/40Z		8344	Timeless Collection Large Pastry Variety Pack 6/8CT	
8665	Banana Nut IW Muffin 48/20Z		8348	Large Cinnamon Almond Bear Claw Danish 3.50Z 3/8CT	
8666	Blueberry IW Muffin 48/20Z		8914	Large Cheese Butterfly Danish 40Z 6/8CT	
8668	Cheese Streusel IW Muffin 48/20Z		8208	European Style Variety Pack - 4 Assortments	
8699	Low-Fat Blueberry IW Muffin 24/40Z		8917	Apple Demi-Danish 1.310Z 5/10CT	
8860	Whole Grain Blueberry IW Muffin 48/20Z		8918	Cheese Demi-Danish 1.310Z 5/10CT	
8858	Whole Grain Apple Cinnamon IW Muffin 48/20Z		8919	Raspberry Demi-Danish 1.310Z 5/10CT	
8859	Whole Grain Corn IW Muffin 48/20Z		8924	Demi-Danish Variety Pack 1.310Z 5/10CT	
8861	Whole Grain Banana IW Muffin 48/20Z		8941	European Style Pastry Variety Pack - 3 Assortments	
8862	Whole Grain Double Chocolate IW Muffin 48/20Z		8281	Pre-Cut Sweet Cornbread 4/640Z	
41322	Whole Grain Blueberry IW Muffin 24/40Z		8282	Pre-Cut Jalapeño Cornbread 4/640Z	
41323	Whole Grain Banana IW Muffin 24/40Z		ChefPierre Bulk Bakery – Perfect for Acrylic Pie Display Case		
41324	Whole Grain Double Chocolate IW Muffin 24/40Z		9270	Unbaked Apple Hi-Pie® 6/490Z	
7556	Iced Cheese IW Danish 12/3.250Z		9281	Prebaked Pumpkin Pie 6/430Z	
8349	Variety Pack IW Danish 24CT		9277	Unbaked Traditional Apple Pie 6/460Z	
8356	Orchard Apple IW Danish 24/3.250Z		9273	Prebaked Pecan Pie 6/360Z	
8357	Cheese IW Danish 24/2.250Z		9285	Unbaked Fruits of the Forest Hi-Pie® 6/480Z	
8358	Cinnamon IW Danish 24/3.250Z		9278	Unbaked Cherry Hi-Pie® 6/480Z	
8868	Cheese IW Danish 12/4.750Z		SaraLee Bulk Bakery – Perfect for Bakery Display Case		
8863	Cornbread IW Mini Loaves 48/20Z		8241	Classic Iced Brownie 4/750Z	
SaraLee Individually Wrapped Pies – Perfect for IW Pie Rack			8211	Premium Triple Chocolate Chunk Brownie 4/750Z	
5097	Apple IW Pie 24/40Z		8214	Premium Salted Caramel Brownie 4/740Z	
5117	Pecan IW Pie 24/40Z		Bischoff Bulk Bakery – Perfect for Bakery Display Case		
5421	Sweet Potato IW Pie 48/40Z		8217	Cinnamon Swirl Stuffed Muffin with Cream Cheese Filling 24/40Z	
7140	Apple IW Pie 48/40Z		8218	Banana Nut Stuffed Muffin with Cream Cheese Filling 24/40Z	
7144	Pecan IW Pie 48/40Z		8219	Blueberry Stuffed Muffin with Lemon Filling 24/40Z	
7554	Traditional Chocolate Cream IW Pie 24/30Z		8220	Double Chocolate Stuffed Muffin with Salted Caramel Filling 24/40Z	
7555	Pumpkin IW Pie 24/50Z		8805	Favorites Collection Variety Pack 2 Bars 4CT	
8981	Lemon Meringue IW Pie 24/3.50Z		8806	Favorites Collection Variety Pack 1 Bars 4CT	
ChefPierre Bulk Bakery – Perfect for Bakery Display Case			8570	Lemon Lovers Bar 4/440Z	
8607	Large Blueberry Muffin 4 OZ 4/12CT		8571	Seven Layers of Heaven Bar 4/440Z	
8608	Large Bran Muffin 4 OZ 4/12CT		8572	Blondie Bar 4/370Z	
8613	Large Banana Nut Muffin 4 OZ 4/12CT		8574	Ultimate Brownie Bar 4/440Z	
8628	Large Corn Muffin 4 OZ 4/12CT		8575	Strawberry Swirl Cheesecake CC 4/520Z	
8642	Large Carrot Nut Muffin 4 OZ 4/12CT		8593	Favorites Collection Variety Pack 4CT	
8643	Large Cheese Streusel Muffin 4 OZ 4/12CT		8794	S'mores Brownie Bar 4/490Z	
8644	Large Double Chocolate Muffin 4 OZ 4/12CT		8795	Pecan Carmelita Bar 4/490Z	
8663	Large Blueberry Muffin 4 OZ 4/12CT		8796	Baileys® Dark Chocolate Swirl Brownie	
8687	Large Cinnamon Pecan Coffeecake Muffin 4 OZ 4/12CT		8797	Brown Butter Bourbon Bar 4/360Z	
8696	Large Lemon Poppyseed Muffin 4 OZ 4/12CT		8798	Peanut Butter Chocolate Layer Bar 4/590Z	
8717	Large Variety Pack Muffin 4 OZ 4/12CT		8961	Double Chocolate Decadence Brownie 4/550Z	
8767	Mini Variety Pack Muffin .90Z 3/54CT		8963	Salted Caramel Brownie 4/540Z	
8820	Mini Blueberry Muffin .90Z 2/54CT		8964	Pre-Cut Salted Caramel Brownie -12 4/540Z	
8821	Mini Banana Nut Muffin .90Z 2/54CT		8983	Salted Caramel Brownie Pack 8/540Z	
8822	Mini Lemon Poppyseed Muffin .90Z 2/54CT		8984	Lemon Lovers Bar Pack 8/440Z	
8824	Mini Corn Muffin .90Z 2/54CT		8163	Individual Hot Fudge Chocolate Cake 24/2.80Z	
8825	Mini Double Chocolate Muffin .90Z 2/54CT		8164	Individual Classic NY Style Creamy Cheesecake 24/2.60Z	
8605	Small Blueberry Muffin 2 OZ 4/24CT		8166	Mini Key Lime Cream Pie 24/2.80Z	
8606	Small Bran Muffin 2 OZ 4/24CT		8167	Mini Chocolate Peanut Butter Cream Pie 24/3.10Z	
8611	Small Corn Muffin 2 OZ 4/24CT		8952	Individual Hot Fudge Chocolate Cake 24/50Z	
8658	Wholesome Indulgence® Muffin Variety Pack 1.50Z 3/24CT		38901	Individual Strawberry Cheesecake Cream 24/2.80Z	
8673	Small Cheese Streusel Muffin 2 OZ 4/24CT		38902	Individual Turtle Cream 24/3.30Z	
8675	Small Double Chocolate Muffin 2 OZ 4/24CT		38903	Individual No Sugar Added Chocolate Cream 24/3.10Z	
8677	Small Banana Nut Muffin 2 OZ 4/24CT		38904	Individual Lemon Cream Layer Cake 24/2.60Z	
8716	Small Variety Pack Muffin 2 OZ 4/24CT		38905	Individual Red Velvet Layer Cake 24/2.50Z	
8895	Small Whole Grain Blueberry Muffin 20Z 4/24CT		38906	Individual Tiramisu 24/2.60Z	
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 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

Establishment	Operating Segment (e.g. Casual Dining)
Name/Date	Waypoint Sales Rep Name
Title	Waypoint Sales Rep E-mail
Address (Please no PO boxes)	SLFB Sales Rep Name
City/State/Zip)	SLFB Sales Rep E-mail
E-mail: By joining this program you agree to receive product emails from SLFB	Enrollment completed by: <input type="checkbox"/> Operator <input type="checkbox"/> Broker <input type="checkbox"/> SLFB Rep
Phone	I am a member of a GPO <input type="checkbox"/> Yes <input type="checkbox"/> No
Distributor Name	GPO name
Distributor City/State	Starting Quarter: <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)

Chef Pierre®





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



FROZEN BAKERY

Chef Pierre®

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
 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

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

Valid January 1, 2020 through June 30, 2020

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


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
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
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

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 =

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.



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 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.



FROZEN BAKERY

REBATE SAVINGS

Chef Pierre®



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 _____

TO REDEEM: Online redemption encouraged. Photocopies accepted.

Redeem online at 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

PRODUCT CODE	PRODUCT NAME	CASES PURCHASED	REBATE PER CASE	TOTAL REBATE
BREADS				
8282	 Chef Pierre® NEW! Pre-Cut Jalapeño Cornbread		x \$5.00 =	
41317	 Chef Pierre® IMPROVED! Whole Grain Biscuit		x \$5.00 =	
MUFFINS				
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 =	
DESSERTS				
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 =	

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