

# FREE BRANDED ROLLER GRILL TOOLS!\*



Continue stocking your roller grill with Ball Park®, Hillshire Farm® and Jimmy Dean® products and receive a merchandise header and/or grill tags FREE!

Did you know?  
Consumers are over 40% more likely to purchase from a branded roller grill than an unbranded one.<sup>1</sup>

\*Free with continued purchase. See Terms and Conditions for details.

<sup>1</sup> Sara Lee Proprietary Research, April 2007



## Shipping Information and Purchase Agreement.

Offer valid from January 1, 2012 – June 30, 2012

### Purchase Agreement

In exchange for the roller grill header and/or tags, I agree that for one year following the date filled in below, I will purchase Ball Park® Hot Dogs, Jimmy Dean® Breakfast Links and Hillshire Farm® Smoked Sausages. This form must be signed and dated by the customer and is subject to the acceptance of Sara Lee Foodservice.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please send me the following:**

- Fire Up the Grill Header/Merchandiser

**Please indicate brand look for Merchandiser and Grill Tags:**

- Fire Up the Grill       Classic Black

**Indicate Menu Board flavor INSERTS or GRILL TAG flavors needed:**

- |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|
| <b>INSERTS</b>           | <b>TAGS</b>              | <b>INSERTS</b>           | <b>TAGS</b>              |
| <b>BALL PARK</b>         |                          |                          |                          |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>HILLSHIRE FARM</b>    |                          |                          |                          |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
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| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>JIMMY DEAN</b>        |                          |                          |                          |
| <input type="checkbox"/> | <input type="checkbox"/> |                          |                          |
| <b>FEATURED FLAGS</b>    |                          |                          |                          |
| <input type="checkbox"/> | <input type="checkbox"/> |                          |                          |

**SEND TO:** Sara Lee Foodservice • Spring 2012 Roller Grill Merchandiser/Tags Offer, c/o Food Concepts, Inc. • P.O. Box 620706, Middleton, WI 53562-0706 or scan and email to: saraleeservice@foodconcepts.com

<b>Send Tags To:</b>
Establishment: _____
Name: _____
Title: _____
Address: (No PO Boxes) _____
City: _____
State: _____ Zip: _____
E-mail: _____
Phone: _____
Primary Distributor: _____
City: _____ State: _____
<input type="checkbox"/> Check here if you would like to receive e-mail offers from Sara Lee.

**TERMS AND CONDITIONS**  
Eligible Customers: Offer limited to convenience store operators; one coupon per operator. Coupons must be submitted individually by operators. No bulk submissions or third-party submissions will be accepted. Offer valid in the U.S. only. Offers do not apply to any distributor label product or any other private label products. **Qualifying Products:** All Ball Park®, Hillshire Farm® and Jimmy Dean® Hot Dog and Sausage Link SKUs. **Effective Dates:** Offer expires June 30, 2012. Please allow 4 weeks for tags to arrive. 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.

**1-800-682-SARA (7272)**  
**saraleefoodservice merchandising.com**

**JIMMY DEAN**  
 Breakfast Link

**FEATURED FLAGS**  
 Stop Still Rolling

Featured Item

