



Free Handheld Warmer Merchandising!*

Stock your warmer with products from Sara Lee Foodservice and receive branded sandwich warmer merchandising FREE!



Small Warmer



Slimline Warmer



Large Cabinet Warmer and Price Kit



*See Terms and Conditions for details.



Shipping Information and Purchase Agreement. Offer valid from January 1, 2012 – June 30, 2012

Agree to purchase qualifying products from Sara Lee Foodservice for one year and get FREE merchandising!

Select the item(s) you would like to order:

- Large Warmer Topper w/Price Kit #SLM-SWC18-TRADE**
Choose Brand: Jimmy Dean Hillshire Farm
 State Fair Ball Park
 Sara Lee
- Sticker #SLM-JD-DECAL**
Choose Brand: Jimmy Dean Hillshire Farm
 State Fair Ball Park
 Sara Lee
- Reversible Header**
Choose 2 Brands: Jimmy Dean Hillshire Farm
 State Fair Ball Park
 Sara Lee
Header Size: Small Warmer Large Cabinet

In exchange for the free merchandising, I agree that for one year following the date filled in below, I will stock my warmer only with branded products from Sara Lee Foodservice and no competing sandwich warmer products. This form must be signed and dated by the customer and is subject to the acceptance of Sara Lee Foodservice.

Signature: _____ Date: _____

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

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. Forms 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 Jimmy Dean®, Ball Park® and Hillshire Farm® branded handheld sandwich, State Fair® Corn Dog and Sara Lee® Bakery SKUs. **Effective Dates:** Offer expires June 30, 2012. Please allow 4 weeks for delivery. 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.com

