



Get a case of the **NEW**

Individual Desserts Free!*

Purchase one case of any Individual Dessert and one case of **NEW** Individual Desserts and receive a rebate check for the cost of one case

June 1, 2010 – September 13, 2010

Bistro Collection™ Individual Desserts are the ideal size and price point to grow your dessert sales, and now there are 12 varieties to choose from!

Six NEW flavors include:

- Red Velvet Layer Cake – 2.5 oz.
- Lemon Cream Layer Cake – 2.6 oz.
- Tiramisu – 2.6 oz.
- Turtle Cream Pie – 3.3 oz.
- Strawberry Cheesecake Cream Pie – 2.8 oz.
- No Sugar Added Chocolate Cream Pie – 3.1 oz.

Other Individual Desserts available:

- Hot Fudge Filled Cake – 2.8 oz.
- Carrot Cake filled with Cream Cheese – 2.6 oz.
- New York Style Cheesecake – 2.6 oz.
- Key Lime Pie – 2.8 oz.
- Peanut Butter Cream Pie – 3.1 oz.
- Pineapple Upside Down Cake – 2.7 oz.

*Free case paid via rebate payment. See Terms and Conditions for details.

Fill In And Mail With Your Distributor Invoice Showing Proof Of Purchase

Purchase One Case of any Bistro Collection™ Individual Dessert and one case of **NEW** Individual Dessert flavors and get a rebate check for the cost of one case.

TERMS AND CONDITIONS

Eligible Customers: Only commercial and non-commercial operators purchasing through foodservice distributors are eligible to participate; only one rebate redemption per operator. Purchases from warehouse club stores are not eligible. Resale, bid, national accounts and affiliated franchise groups are not eligible. Chain headquarters may submit for multiple locations and request one combined rebate check; however, reports submitted must show individual store addresses and purchase information.

Effective Dates: Offer applies to qualifying purchases made between June 1, 2010 and September 13, 2010. Request for refund must be postmarked by October 13, 2010. Please allow 4-6 weeks for refund.

Eligible Products: Bistro Collection™ Individual Desserts listed at right. Purchase must include one of the following products to qualify for the rebate: 38901, 38902, 38903, 38904, 38905, 38906.

Limits: The maximum rebate is the lowest-priced case (up to \$35) when all other purchase conditions are met. Offers do not apply to deviated pricing, distributor label products, or any other private label products.

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 Foodservice Rewards. Distributor velocity reports will only be accepted if they include specific invoice numbers, dates and purchase prices. Hospitals and nursing homes that receive Medicare or Medicaid reimbursements are responsible for proper reporting of the rebate under applicable laws. Bulk submissions and/or submissions made by a third party are not eligible. Misuse constitutes fraud. Void where prohibited, licensed, taxed or restricted by law. Information submitted shall be the property of Sara Lee. Sara Lee's interpretation with respect to these terms and conditions shall be final.

Make Check Payable To: _____
 Establishment: _____
 Name: _____ Title: _____
 Address: (No PO Boxes) _____
 City: _____ State: _____ Zip: _____
 Email: _____ Phone: _____
 Primary Distributor: _____
 City: _____ State: _____
 Check here if you would like to receive other e-mail offers from Sara Lee.

Type of Operation: (check one)

Fine Dining <input type="checkbox"/>	Retirement <input type="checkbox"/>	Correctional Institution <input type="checkbox"/>	Average Number of Meals Served Per Day
Casual Dining <input type="checkbox"/>	Education <input type="checkbox"/>	Military Services <input type="checkbox"/>	<input type="checkbox"/> Under 100 <input type="checkbox"/> 1,000-1,999
Family Dining <input type="checkbox"/>	Bar/Tavern <input type="checkbox"/>	Transportation <input type="checkbox"/>	<input type="checkbox"/> 100-299 <input type="checkbox"/> 2,000-4,999
Quick Service Restaurant <input type="checkbox"/>	Caterer <input type="checkbox"/>	Office Coffee Service <input type="checkbox"/>	<input type="checkbox"/> 300-499 <input type="checkbox"/> 5,000 or more
Lodging <input type="checkbox"/>	B&I/Business & Industry <input type="checkbox"/>	Gaming <input type="checkbox"/>	
Health Care <input type="checkbox"/>	Recreation/Entertainment <input type="checkbox"/>	Other Foodservice <input type="checkbox"/>	

Item	SKU	Purchased
NEW! Red Velvet Layer Cake	38905	<input type="checkbox"/>
NEW! Lemon Cream Layer Cake	38904	<input type="checkbox"/>
NEW! Tiramisu	38906	<input type="checkbox"/>
NEW! Turtle Cream Pie	38902	<input type="checkbox"/>
NEW! Strawberry Cheesecake Cream Pie	38901	<input type="checkbox"/>
NEW! No Sugar Added Chocolate Cream Pie	38903	<input type="checkbox"/>
Pineapple Upside Down Cake	8161	<input type="checkbox"/>
Filled Carrot Cake	8162	<input type="checkbox"/>
Hot Fudge Filled Cake	8163	<input type="checkbox"/>
New York Style Cheesecake	8164	<input type="checkbox"/>
Key Lime Pie	8166	<input type="checkbox"/>
Peanut Butter Cream Pie	8167	<input type="checkbox"/>
LOWEST CASE PRICE PAID: \$ _____		

SEND TO: Sara Lee Foodservice
 Summer 2010 New Bistro Individual Desserts Offer • PO Box 2048
 Brownsdale, MN 55918

For More Information, Call **1-800-682-SARA (7272)**

