



SPECIAL MENU ALLOWANCE OFFER FOR JIMMY DEAN® BREAKFAST SAUSAGE

Receive \$400 when you purchase at least 90 cases of Jimmy Dean® Breakfast Sausage from July 1, 2010 – December 31, 2010 and feature the Jimmy Dean® brand on your menu!

There are just 4 simple steps for you to follow:

1. Decide which Jimmy Dean® Breakfast Sausage is best for your operation.
2. Contact Ron Skidmore (ron.skidmore@saralee.com) to request the Jimmy Dean® logo art.
3. Design your menu and incorporate the Jimmy Dean® brand logo.
4. Print your menus, then send us a copy along with this completed form and proof of qualifying product purchases.

Fill out this coupon and mail in with a sample of your printed menu and invoices showing corresponding product purchases.

Establishment: _____

Name: _____ Title: _____

Address: (Please no PO Boxes) _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

Check here if you would like to receive other e-mail offers from Sara Lee Foodservice.

Primary Distributor: _____

City: _____ State: _____

Type of Operation: (check one)	Quick Service Restaurant <input type="checkbox"/>	Correctional Institution <input type="checkbox"/>	Average Number of Meals Served Per Day
Fine Dining <input type="checkbox"/>	Gaming <input type="checkbox"/>	Military Services <input type="checkbox"/>	Under 100 meals <input type="checkbox"/>
Casual Dining <input type="checkbox"/>	Lodging <input type="checkbox"/>	Deli <input type="checkbox"/>	100-299 <input type="checkbox"/>
Family Dining <input type="checkbox"/>	Retirement <input type="checkbox"/>	Convenience Stores <input type="checkbox"/>	300-499 <input type="checkbox"/>
Bar/Tavern <input type="checkbox"/>	College/University <input type="checkbox"/>	Vending <input type="checkbox"/>	500-999 <input type="checkbox"/>
Caterer <input type="checkbox"/>	Schools (K-12) <input type="checkbox"/>	Transportation <input type="checkbox"/>	1,000-1,999 <input type="checkbox"/>
Hospital <input type="checkbox"/>	B&I - Business & Industry <input type="checkbox"/>	Office Coffee Service <input type="checkbox"/>	2,000-4,999 <input type="checkbox"/>
Nursing Home <input type="checkbox"/>	Recreation/Entertainment <input type="checkbox"/>	Other Foodservice <input type="checkbox"/>	5,000 or more meals <input type="checkbox"/>

Send to: Sara Lee Foodservice • Jimmy Dean® Menu Allowance Special Offer • PO Box 2048 • Brownsdale, MN 55918

TERMS AND CONDITIONS

Eligible Customers: Only commercial and non-commercial foodservice operators are eligible to participate; one coupon per operator. Resale, bid, contract business, national accounts and affiliated franchise groups are not eligible due to other Sara Lee Foodservice programs in which they may already participate. Chain headquarters may submit for multiple locations and request one combined rebate check. However, reports submitted must show individual store addresses and purchase information. Offers do not apply to any distributor label products or any other private label products.

Purchase Requirements: A minimum of 90 cases of Jimmy Dean® Breakfast Sausage must be purchased between July 1, 2010 and December 31, 2010 to qualify for the Menu Allowance.

Effective Dates: This program offer applies through December 31, 2010. Requests for refund must be postmarked by January 31, 2011. Please allow four-six weeks for refund to arrive.

Limits: Maximum rebate is \$400 for a single operator and \$2,000 per multi-unit chain, including the individual units of the chain. Invoices submitted for this offer cannot be

combined with Jimmy Dean® Sausage invoices used for the Sara Lee Foodservice multi-brand Menu Allowance. Coupon has no cash value.

Proof of Performance: Copies of printed menu with the Jimmy Dean® brand logo and distributor invoices showing branded case purchases must be attached to this coupon. Distributor velocity reports will be accepted if they include specific invoice numbers and dates. Information submitted shall be the property of Sara Lee.

For more information, call 1-800-682-SARA (7272)

www.saraleefoodservice.com

