

# SAVE UP TO \$3,000



Make Fridays even more fun with Pop-Tarts® on the menu! Offer the brand kids love to increase participation and save up to \$5 per case.

## HERE'S HOW IT WORKS

- 1 Menu and purchase qualifying product(s) between 9/1/17 and 12/31/17. The more you menu, the more you save!
- 2 At the end of the promotional period, use the chart below to determine dollar per case rebate earned. Case rebate will be determined based on the numbers of weeks qualifying products were menued.
- 3 Submit completed rebate form and proof of performance at the end of the promotional period to the address, fax or email noted below. Qualifying submissions must include the following:
  - Distributor tracking reports or invoices showing proof of purchase for qualifying products. Proof of performance must show year over year performance.
  - AND
  - A copy of the official monthly/weekly menu planogram or a photo of the menu displaying the date and qualified product(s).

Menu Additional Fridays	Per Case Rebate Earned
1-2 Additional Fridays	\$0.25
3-4 Additional Fridays	\$0.50
5-6 Additional Fridays	\$1.00
7-8 Additional Fridays	\$2.00
9-10 Additional Fridays	\$3.00
11-12 Additional Fridays	\$4.00
13 Additional Fridays	\$5.00



# QUALIFYING PRODUCTS



**Kellogg's® Pop-Tarts® made with Whole Grain Frosted Fudge**  
**1ct. 120ct./1.76oz. #38000-12070**  
**2ct. 72ct./3.53oz. #38000-12073**

**Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain Frosted Cinnamon**  
**1ct. 120ct./1.76oz. #38000-55122**  
**2ct. 72ct./3.53oz. #38000-55125**



**Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain Frosted Strawberry**  
**1ct. 120ct./1.76oz. #38000-55130**  
**2ct. 72ct./3.53oz. #38000-55133**

**Kellogg's® Pop-Tarts® made with Whole Grain Frosted Blueberry**  
**1ct. 120ct./1.76oz. #38000-17196**  
**2ct. 72ct./3.53oz. #38000-17199**

**Coming in September 2017**

## PLEASE COMPLETE THE FOLLOWING

Establishment Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address (No P.O. Boxes, please): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Yes, I would like Kellogg's® Specialty Channels to send me exclusive promotional offerings and updates via email.

Distributor Name: \_\_\_\_\_

Distributor City/State: \_\_\_\_\_

District Enrollment: \_\_\_\_\_

Are you affiliated with a Contract Management Company?  Yes  No If yes, which Contract Management Company? \_\_\_\_\_

Kellogg Representative: \_\_\_\_\_

OFFICIAL TERMS & CONDITIONS: Subject to the terms and conditions set forth below, and based upon the criteria set forth above, Kellogg's will pay the customer the earned reward.

1. Purchases of qualifying products must be made between September 1, 2017 to December 31, 2017.
2. At the completion of the promotional period, complete the Kellogg's Redemption Form and submit along with distributor tracking reports or invoices showing proof of purchase of qualifying product(s). Products must be clearly described on the proof(s) of purchase and must be identified by circling or highlighting. Proof of menuing any of the qualifying products by week will also be required, such proof could be a copy of the official monthly/weekly menu planogram or a photo of the menu displaying the date and qualifying product(s).
3. Submit completed Kellogg's Redemption Form and proof(s) of performance to: FAFH Trade Planning, 545 Lamont Rd., Elmhurst, IL 60126 or fax to: (630) 941-3171 or e-mail to: Trade.Planning@kellogg.com
4. Appropriate proof of performance must be provided at the time of redemption within 30 days of the end of the promotional period.
5. Limit one submission per customer or school district with \$3,000 as the maximum that could be earned.
6. All product purchases submitted are subject to verification by Kellogg's® whose decision is final and binding. Incomplete, illegible, falsified, postage-due, or late submissions will not be honored.
7. Please allow 4-6 weeks for fulfillment or payment.
8. Kellogg's® may withhold fulfillment or payment, if, in Kellogg's® sole discretion, customer is not complying with the terms and conditions set forth above.