

OPERATOR REBATE

NOW *through* DECEMBER 31, 2014

TOAST *of the* TOWN

SAVE up to \$500 rebate



ESTD 1759

GUINNESS

DISTINCTIVE
SEAFOOD



PLUS, you could
EARN A GUINNESS® GEAR KIT
& enter for a chance to
WIN A TRIP to IRELAND!



9" x 12" Chalkboard

Server Hat



4" x 7" Table Tent



12" x 12" Basket Liner



Keychain Bottle Opener



4" x 6" POS Holder



Waitstaff Wristband



5" Coaster



20" x 20" Aluminum Wall Sign

OPERATOR REBATE

NOW *through* DECEMBER 31, 2014

AS A SPECIAL "THANKS" FOR TRYING
GUINNESS® DISTINCTIVE SEAFOOD, WE'RE OFFERING YOU...

A GOOD DEAL...MORE!

MORE SAVINGS

Earn \$5 off per case up to \$500!

MORE SUPPORT

Buy a minimum of 50 cases,
EARN A GUINNESS® GEAR KIT!

Includes:

- 25 Waitstaff Wristbands
- 10 Menu Suggestions & Server Training Guides
- 5 Key Chains
- 5 Server Hats
- 1 Chalkboard
- 10 POS Holders & Inserts
- 1 GUINNESS® Wall Sign
- 500 Basket Liners
- 25 Table Tents
- 25 Coasters



DESCRIPTION	PRODUCT CODE	# OF CASES PURCHASED	PER CASE REBATE	TOTAL REBATE
Battered Cod Tender (approx. 1-2 oz.)	10026730		x \$5.00 =	
Battered Cod Fillet Portion (approx. 2 oz.)	10026731		x \$5.00 =	
Battered Cod Fillet Portion (approx. 4 oz.)	10026732		x \$5.00 =	
Battered Cod Fillet Portion (approx. 6 oz.)	10026733		x \$5.00 =	
Panko-Breaded Popcorn Shrimp (98-130 ct.)	10026734		x \$5.00 =	
Panko-Breaded Shrimp (21-25 ct.)	10026735		x \$5.00 =	
Battered Shrimp (21-25 ct.)	10026737		x \$5.00 =	
Flame-Seared BBQ-Glazed Atlantic Salmon (approx. 4 oz.)	10026738		x \$5.00 =	
Flame-Seared BBQ-Glazed Atlantic Salmon (approx. 6 oz.)	10026739		x \$5.00 =	
Flame-Seared Herb-Glazed Tilapia (approx. 4 oz.)	10026740		x \$5.00 =	
Flame-Seared Herb-Glazed Tilapia (approx. 6 oz.)	10026741		x \$5.00 =	
TOTAL REBATE REQUEST:				
<small>MAX REBATE IS \$500</small>				

PLUS A CHANCE TO WIN A TRIP TO IRELAND!

Foodservice Operators that redeem the Maximum Rebate Amount (\$500) may qualify for a chance to win a trip for two to Dublin, Ireland. Trip includes a VIP tour of the GUINNESS STOREHOUSE® – Ireland's #1 visitor attraction!

Visit www.highlinerfs.com/GDS-Terms for full trip details, terms and conditions.

In order to participate in the promotion and for a chance to win the trip, you must read and agree to the terms and conditions and verify you have by checking box below.



I have read and agree to all terms and conditions.

RULES:

- Valid for foodservice operator (FSO) accounts only.
- Distributors and national chain accounts are excluded from this promotion.
- Promotion period ends December 31, 2014.
- Rebate must be redeemed via mail and received by January 31, 2015. Proof of sending will not be deemed proof of receipt.
- Only one rebate check per FSO allowed.
- Proof of purchase in the form of distributor invoice must accompany the rebate. Computer-generated proof of purchase reports will be accepted if they contain FSO information and purchase details.
- Approximate retail value of Trip to Ireland \$6,000. No cash alternative.
- Not valid in conjunction with any other High Liner Foods offer, bid, contract price, promotion or rebate.
- Void where prohibited by law or where distribution is unavailable.
- Allow 6-8 weeks for processing the redemption.
- Limit only 1 GUINNESS® Gear Kit per FSO.
- Additional terms and conditions apply.

MAIL REBATE FORM AND PROOF OF PURCHASE TO:

Toast of the Town Rebate Offer, Village Press, Inc., P.O. Box 552, Traverse City, MI 49685-0552

Name: _____
 Title: _____
 Company: _____
 Operator Signature: _____
 Address: _____
 City, State: _____ Zip: _____
 Phone (daytime): _____
 Email: _____
 Name of Distributor: _____
 Segment: Restaurant / Healthcare / Business & Industry / Catering / Lodging / Other: _____

- Yes! I have purchased 50 cases of GUINNESS® Distinctive Seafood and qualify for the GUINNESS® Gear Kit.
 Yes! I have purchased 100 cases of GUINNESS® Distinctive Seafood and want to participate in the promotion for a chance to win a trip to Ireland.
 Yes! I would like to receive email communications and information from High Liner Foods.



www.highlinerfs.com/guinnessdistinctiveseafood

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