

# OPERATOR REBATE

NOW *through* DECEMBER 31, 2014

# TOAST *of the* TOWN

SAVE up to \$500 rebate



**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



4" x 7" Table Tent



12" x 12" Basket Liner



4" x 6" POS Holder



5" Coaster



20" x 20" Aluminum Wall Sign



Server Hat



Keychain Bottle Opener



Waitstaff Wristband

# 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 (26-30 ct.)	10026735		x \$5.00 =	
Battered Shrimp (26-30 ct.)	10026737		x \$5.00 =	
Flame-Seared BBQ-Glazed Atlantic Salmon (approx. 4.5 oz.)	10026738		x \$5.00 =	
Flame-Seared BBQ-Glazed Atlantic Salmon (approx. 6.5 oz.)	10026739		x \$5.00 =	
Flame-Seared Herb-Glazed Tilapia (approx. 4.5 oz.)	10026740		x \$5.00 =	
Flame-Seared Herb-Glazed Tilapia (approx. 6.5 oz.)	10026741		x \$5.00 =	
<b>TOTAL REBATE REQUEST:</b>				
			<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](http://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.

#### 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.

#### 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.



High Liner Foods

[www.highlinerfs.com/guinnessdistinctiveseafood](http://www.highlinerfs.com/guinnessdistinctiveseafood)

The GUINNESS® Word and HARP device are trademarks and are used under license. ©2014 Guinness & Co.