

SEAFOOD



Excellence  
2014 WINNER  
Best New  
FOODSERVICE PRODUCT

**OPERATOR REBATE**

NOW *through* DECEMBER 31, 2014

# DISTINCTIVE SAVINGS



ESTD 1759

**GUINNESS**

DISTINCTIVE  
SEAFOOD



**PURCHASE 3 CASES** and receive a  
rebate for the value of **ONE CASE!**\*

FIRST TIME BUYERS ONLY!



# OPERATOR REBATE

NOW *through* DECEMBER 31, 2014

SAVE on NEW GUINNESS® DISTINCTIVE SEAFOOD

**PURCHASE 3 CASES** and receive a  
rebate for the value of **ONE CASE!\***

**FIRST TIME BUYERS ONLY!**

**WE NOW OFFER TWO WAYS TO REDEEM:**

**ENTER CODES THROUGH FOODSERVICE REWARDS AND RECEIVE \$5 EXTRA!**



**FILL OUT THE FORM BELOW AND MAIL IT WITH YOUR DISTRIBUTOR INVOICE TO THE ADDRESS LISTED.**

(See Details Below)

- 1) Log in to your FoodserviceRewards.com account and enter promotional code: **R8C6-6F5F-FNTX** to be eligible for the rebate. **PLUS receive \$5 extra and 100 BONUS POINTS!**
- 2) Enter the FoodserviceRewards.com codes from the bright yellow stickers on your cases of GUINNESS® Distinctive Seafood products. To qualify, you must enter the promotional code and at least THREE codes from the cases of product by January 31, 2015. (If you only enter two case codes and the promotional code, you will need to enter another code before the end of the promotion to be eligible for the rebate.)
- 3) Points earned will be instantly added to your account, and you will receive your rebate check in the mail within 6 to 8 weeks.

**MAIL REBATE FORM AND PROOF OF PURCHASE TO:**

Distinctive Savings 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:	
<input type="checkbox"/> Yes! I would like to receive email communications and information from High Liner Foods	

**NOT A FOODSERVICE REWARDS MEMBER? ENROLL TODAY & RECEIVE BONUS POINTS!**

Becoming a member is **FREE** and **EASY!** Earn valuable rewards from many participating High Liner Foods' products. Redeem your rewards points for thousands of items to help you motivate staff, add equipment to your operation, or to enjoy for yourself!

Simply go to [www.foodservicerewards.com](http://www.foodservicerewards.com) to enroll and receive your bonus points. Then follow the three steps above to redeem your rebate.



**RULES:**

- Redeem your rebate through FoodserviceRewards.com or via mail by January 31, 2015.
- Only one rebate check per customer is allowed. Multi-unit regional accounts with multiple locations can only submit once.
- Valid for foodservice operator accounts only.
- Total maximum rebate = \$120
- Distributors and national chain accounts are excluded from this offer.
- If using the mail-in option, proof of purchase in the form of Distributor invoice must accompany this request. Computer-generated proof of purchase reports will be accepted if they contain customer information and purchase details.
- Not valid in conjunction with any other High Liner Foods offer bid, contract price, promotion or rebate.
- Void where prohibited, taxed or where distribution is unavailable.
- Allow 6-8 weeks for processing your redemption.
- Only one method of redemption can be used. (Ex: If you redeem the promotional code through Foodservice Rewards, you cannot submit again via mail.)

DESCRIPTION	PRODUCT CODE	MAX REBATE AMOUNT PER CASE	# OF CASES PURCHASED
Battered Cod Tender (approx. 1-2 oz.)	10026730	\$70	
Battered Cod Fillet Portion (approx. 2 oz.)	10026731	\$70	
Battered Cod Fillet Portion (approx. 4 oz.)	10026732	\$70	
Battered Cod Fillet Portion (approx. 6 oz.)	10026733	\$70	
Panko-Breaded Popcorn Shrimp (98-130 ct.)	10026734	\$65	
Panko-Breaded Shrimp (26-30 ct.)	10026735	\$95	
Battered Shrimp (26-30 ct.)	10026737	\$95	
Flame-Seared BBQ-Glazed Atlantic Salmon (approx. 4.5 oz.)	10026738	\$115	
Flame-Seared BBQ-Glazed Atlantic Salmon (approx. 6.5 oz.)	10026739	\$115	
Flame-Seared Herb-Glazed Tilapia (approx. 4.5 oz.)	10026740	\$75	
Flame-Seared Herb-Glazed Tilapia (approx. 6.5 oz.)	10026741	\$75	

\* To qualify you must purchase at least 3 cases. You will receive a rebate for the case of lesser value.

Rebate amount listed above WILL NOT vary based on your specific purchase price — this is the amount you will receive per case (no more, no less).



HIGH LINER FOODS

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

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