

# Super Savings on Star Performers

NESTLÉ PROFESSIONAL™ wants to help you celebrate the new decade with spectacular savings. Stock up on customer-pleasing, labor-saving culinary products from some of our most popular brands which can help you—and your staff—start the year off right. Purchase cases of qualifying products and choose either a cash rebate or Foodservice Rewards® bonus points.

**Earn up to \$1,500 or 75,000 Foodservice Rewards bonus points\***

## Foodservice Rewards bonus points

Foodservice Rewards is the most exciting, ongoing Operator loyalty program in foodservice today. As a member, you get rewarded for purchasing the products you already buy. It's easy and rewarding. Collect points with each case purchased to redeem for valuable premiums—from foodservice equipment to HDTV. Use premiums to help build your business, reward your employees or your customers, or even yourself.



\* Purchase qualifying NESTLÉ PROFESSIONAL brands between January 1 – April 30, 2010 to earn up to \$1,500 or 75,000 Foodservice Rewards bonus points. Up to 50 cases per SKU. Maximum \$1,500 rebate or 75,000 Foodservice Rewards bonus points per Operator.

NESTLÉ PROFESSIONAL 2010 New Decade New Deal Promotion: Earn up to \$1,500 or 75,000 Foodservice Rewards® bonus points when you purchase qualifying NESTLÉ products between 1/1/10-4/30/10. Calculate your earnings based on the Standard Bonus or Accelerator Bonus offer. **STANDARD BONUS:** Earn \$5.00 or 250 bonus points per case on Category 1 qualifying products: TRIO® Sauce and Gravy Mixes, and MINOR'S® RTU Sauces, Flavor Concentrates and Sauce Concentrates. Earn \$6.00 or 300 bonus points per case on Category 2 qualifying products: CHEF-MATE® Entrées, Chilis and Cheese Sauces, and MINOR'S® Bases and Signature Flavor Sauces. Earn \$7.00 or 350 bonus points per case on Category 3 qualifying products: STOUFFER'S® Entrées, Sides and Sauces, and LEAN CUISINE® Entrées and Sides, and MINOR'S® Culinary Cream. **ACCELERATOR BONUS OFFER:** Earn \$3.00 or 150 bonus points more per case, per Category, by purchasing a minimum of 20 cases from Category 1, and 20 cases from Category 2, and 20 cases from Category 3 (up to 50 cases per SKU). Maximum \$1,500 or 75,000 bonus points per Operator. To receive your rebate or bonus points, mail in the completed New Decade, New Deal Redemption Form and attach copies of your distributor invoices or tracking reports showing purchases of qualifying NESTLÉ products purchased during the promotion period to: NESTLÉ PROFESSIONAL, 2010 New Decade New Deal Promotion, PO Box 457, Rogers, MN 55374-1618. Qualifying products must be circled or highlighted. No handwritten invoices or sales history receipts will be accepted. Validated distributor invoices or tracking reports must include the following information: Distributor name and address, Operator name and address, product purchase date, NESTLÉ® SKU number or brand name, product description, pack sizes and price. All requests must be postmarked by 06/15/10. Rebate or bonus points will be based on total number of qualifying cases shown on distributor invoices or tracking reports. Offer open to foodservice Operators in the U.S. only. This offer is not available to distributors, individual locations of company-owned or franchised multi-unit operations or nonprofit and users buying promotional products under bid. This offer is not available to vending or office coffee service operators. To receive bonus points, Operator's must be registered with Foodservice Rewards by 06/15/10. Go to [foodslicerewards.com](http://foodslicerewards.com) to enroll. Bonus points will be deposited into operators' foodservice rewards accounts by 08/15/10. Void where restricted or prohibited by law. Limit one (1) Redemption Form per customer. Only original 2010 New Decade New Deal mail-in Redemption Form will be accepted. Not responsible for lost, late, stolen, misdirected or illegible requests. Federal, state and local taxes are the sole responsibility of the recipient. This original certificate cannot be assigned or transferred and cannot be combined or used with any other rebate offer. Rebates and bonus points will only be given to foodservice operations, and must be in conformance with Operator policies.

All trademarks are owned by Société des Produits Nestlé, S.A., Vevey Switzerland. Foodservice Rewards® is the property of BI, Inc., Reg. USPTO.

## 2010 NEW Decade NEW Deal Mail-in Redemption Form

### STEP 1: ENTER QUANTITY OF CASES PURCHASED

CATEGORY 1	# CASES
TRIO® Sauce and Gravy Mixes	
MINOR'S® RTU Sauces, Flavor Concentrates and Sauce Concentrates	
SUBTOTAL	
CATEGORY 2	# CASES
CHEF-MATE® Entrées, Chilis and Cheese Sauces	
MINOR'S® Bases and Signature Flavor Sauces	
SUBTOTAL	
CATEGORY 3	# CASES
STOUFFER'S® Entrées, Sides and Sauces	
LEAN CUISINE® Entrées and Sides	
MINOR'S® Culinary Cream	
SUBTOTAL	

#### Here's how to redeem your earnings:

- Purchase qualifying NESTLÉ PROFESSIONAL™ products between January 1 and April 30, 2010
  - Complete the tables in Steps 1-2; then, fill out the form in Step 3
  - Mail completed form with proof of purchase (copies of your distributor invoices or tracking reports showing purchases of qualifying products during the promotion period).
- Postmarked by June 15, 2010 to:**

NESTLÉ PROFESSIONAL  
New Decade New Deal Promotion  
P.O. Box 457  
Rogers, MN 55374-1618

### STEP 2: CALCULATE YOUR EARNINGS

#### STANDARD Calculate your standard rebate.

STANDARD	# CASES	REBATE	TOTAL REBATE	OR	# CASES	BONUS POINTS	TOTAL BONUS POINTS
CATEGORY 1		x \$5	=	OR		x 250	=
CATEGORY 2		x \$6	=	OR		x 300	=
CATEGORY 3		x \$7	=	OR		x 350	=
TOTAL					TOTAL		

OR

#### ACCELERATOR

To qualify for the ACCELERATOR bonus, you must have purchased a minimum of 20 cases from each of the three categories.

ACCELERATOR	# CASES	REBATE	TOTAL REBATE	OR	# CASES	BONUS POINTS	TOTAL BONUS POINTS
CATEGORY 1		x \$8	=	OR		x 400	=
CATEGORY 2		x \$9	=	OR		x 450	=
CATEGORY 3		x \$10	=	OR		x 500	=
TOTAL					TOTAL		

(Max \$1,500 or 75,000 Foodservice Rewards® bonus points. Up to 50 cases per SKU.)

### STEP 3: COMPLETE OFFICIAL REDEMPTION FORM

Your Name \_\_\_\_\_

Position \_\_\_\_\_ Establishment Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail Address' \_\_\_\_\_

Business Address \_\_\_\_\_

Primary Type of Operation \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

#### To be Completed by Distributor Sales Rep

Distributor Sales Rep \_\_\_\_\_ Distributor Name \_\_\_\_\_

Distributor Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Distributor Phone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

See adjacent flap for promotion details.

Yes! I would like to receive future information from NESTLÉ PROFESSIONAL

\*Your privacy is important to NESTLÉ PROFESSIONAL. We do not sell or rent your e-mail address, or any other personally identifiable information, to third-party companies. NESTLÉ PROFESSIONAL and its parent company, NESTLÉ USA, may occasionally send you e-mails regarding product specials, promotions and information about our products.



For more information on this exciting offer, please contact your local NESTLÉ PROFESSIONAL sales representative or call us at 1-800-288-8682.

[www.NestleProfessional.com](http://www.NestleProfessional.com)  
FR-141701-10-E



# Earn Up to \$1,500 or 75,000 Foodservice Rewards® bonus points

see inside for details



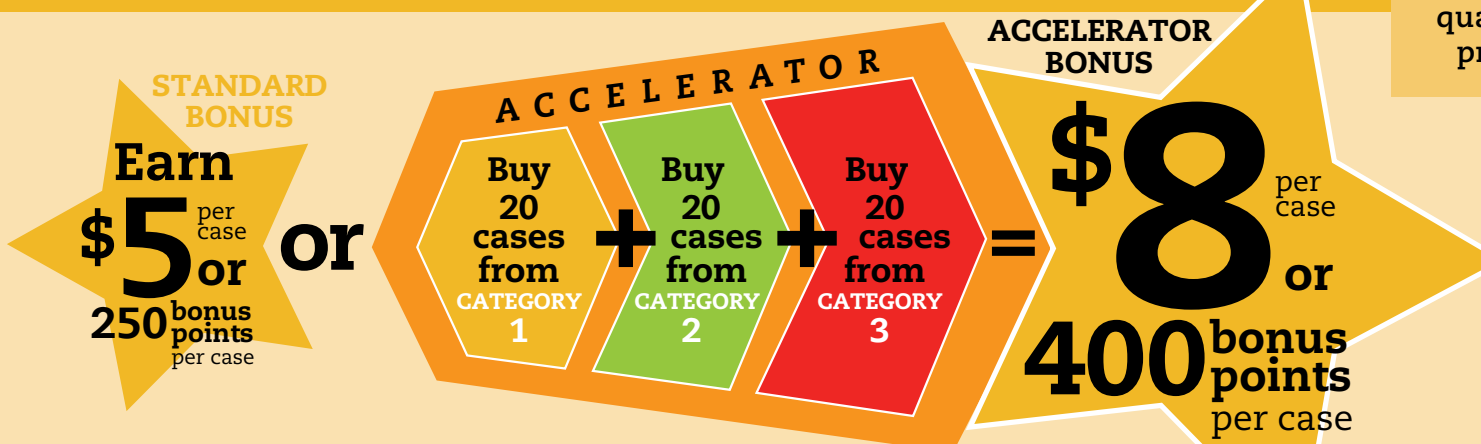
# Get Maximum Earnings From Every Case By Qualifying For the **ACCELERATOR BONUS**:

Purchase qualifying products between  
**Jan 1 - Apr 30, 2010**



To qualify, purchase a minimum of 20 cases from each of the three categories and earn an additional \$3 or 150 bonus points per case, per category.

## CATEGORY 1



Earn on any of these qualifying products



Sauces & Gravies



Unlock the authentic flavors your customers want with the quality, convenience and consistency of TRIO®. These sauces and gravies provide excellent flavor, great holding times and are easy to use.

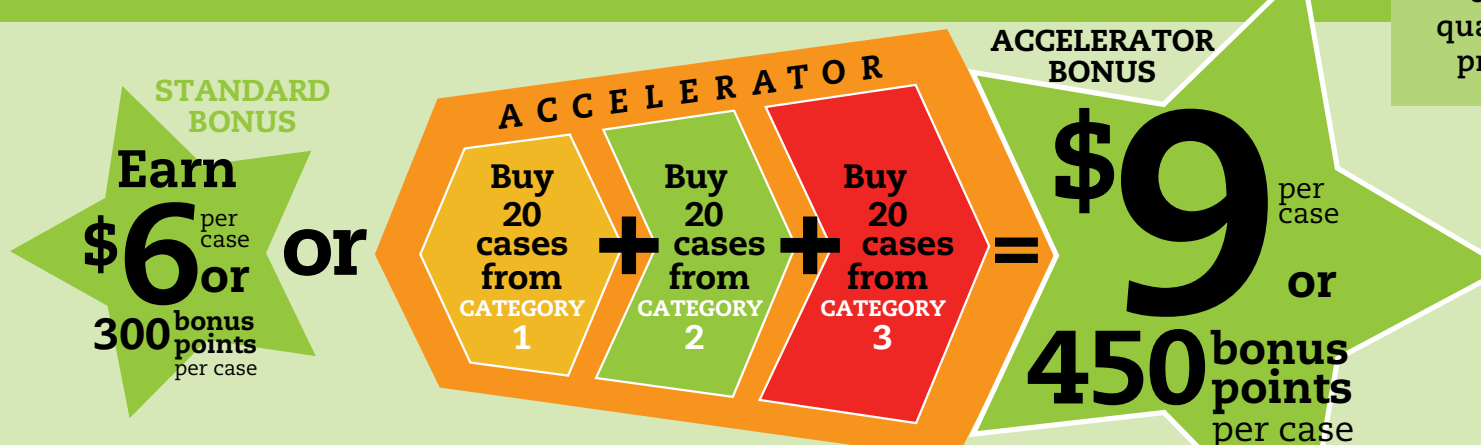


RTU Sauces, Flavor Concentrates and Sauce Concentrates



MINOR'S® is your perfect choice with a wide variety of flavor solutions to bring any chef's culinary vision to life. Explore the flavorful possibilities from RTU sauces to Flavor Concentrates and Sauce Concentrates.

## CATEGORY 2



Earn on any of these qualifying products



Entrées, Chilis & Cheese Sauces



For 40 years, nothing delivers home-style comfort like CHEF-MATE® entrées, chilis and cheese sauces. Convenient CHEF-MATE products use quality ingredients for consistent performance and extended holding times.

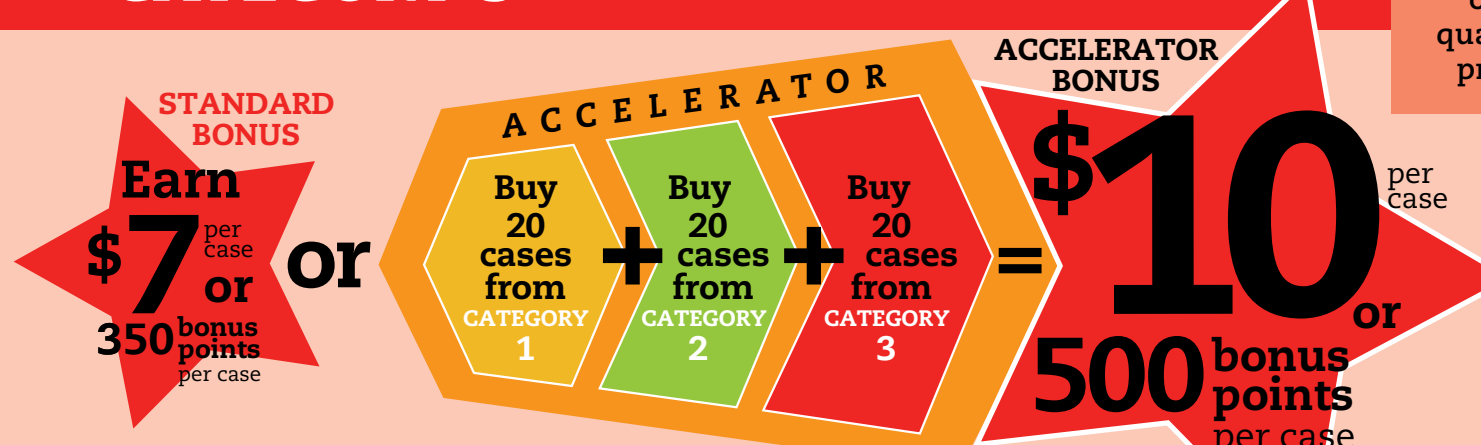


Bases and Signature™ Flavor Sauces



Explore the possibilities for creating signature dishes with MINOR'S Bases and Signature Flavor Sauces. With a 50-year tradition of culinary expertise, MINOR'S delivers contemporary flavors and authenticity.

## CATEGORY 3



Earn on any of these qualifying products



Entrées, Sides & Sauces



Discover inspiring meal ideas and more with STOUFFER'S®. From our popular lasagnas to our consumer-preferred Alfredo Sauce, STOUFFER'S has satisfied customers for generations.



Entrées & Sides



Created to deliver great taste with better nutrition in mind. LEAN CUISINE® entrées and sides are fully prepared and ready to menu. Whether your guests are looking for wellness or good taste, LEAN CUISINE is just right for you.



Culinary Cream



An exciting alternative to cream or butter, MINOR'S Culinary Cream adds stability to salad dressings and fixes broken sauces or cream soups. It's a must-have for any operation.