

# APPEAL

to every  
impulsive  
appetite



**Chef Pierre®**



## BAKERY EQUIPMENT REBATE



Acrylic Pie  
Display Case  
12.5" x 13" x 21.5"



Small Chef Pierre®  
Wire Rack  
9.13" x 9" x 22"



Acrylic Bakery  
Display Case  
21" x 17.75" x 16.5"



IW Pie Racks



Large Chef Pierre®  
Wire Rack  
16.25" x 11.5" x 25.75"

### DESSERT ON DISPLAY!

Capture impulse purchases with ease by displaying a variety of bakery at the checkout counter.

### PROGRAM DETAILS:

Purchase 8 cases of select Sara Lee Frozen Bakery products and earn a FREE Bakery Rack, IW Pie Rack or Acrylic Display Case!

- Product purchases must be made by June 30, 2020.
- Simply fill out the enclosed form and mail or submit online with proof of purchase.
- Offer valid from **July 1, 2019 – June 30, 2020.**
- See reverse for qualifying products.

**MORE THAN 60%**  
OF TAKEOUT/DELIVERY ORDERS ARE IMPULSE.

2018 Off Premise Insights

**54%** OF CONSUMERS SAID THEIR  
DESSERT PURCHASES WERE  
AN IMPULSE BUY.

Technomic 2018

Name of Operation

First and Last Name

Title

Mailing Address (No PO Boxes)

City

State

Zip

Telephone

E-mail ☐ I would like to receive emails from Chef Pierre, Bistro Collection & Sara Lee brands.

Distributor Name

Distributor City

State

### PLEASE CHECK PREFERENCE: (select one)

- ☐ Small Chef Pierre Wire Rack
- ☐ Large Chef Pierre Wire Rack
- ☐ IW Pie Rack-White
- ☐ IW Pie Rack-Black
- ☐ Acrylic Bakery Display Case
- ☐ Acrylic Pie Display Case

### TYPE OF OPERATION: (check one)

- ☐ Convenience Stores
- ☐ Business & Industry
- ☐ Hospitals
- ☐ Schools (K-12)
- ☐ Colleges & Universities
- ☐ Lodging
- ☐ Casinos/Gambling
- ☐ Recreation
- ☐ Traditional Nursing Homes
- ☐ Catering
- ☐ Other Foodservice

**TO REDEEM:** Online redemption encouraged. Photocopies accepted. Redeem online at [www.fspromos4u.com/saralee](http://www.fspromos4u.com/saralee) and enter the Quick Access Code: **SLFBEquipment** or mail completed form to: Sara Lee Frozen Bakery  
c/o Equipment Program  
PO Box 2040  
Brownsdale, MN 55918

### TERMS & CONDITIONS:

**Eligible Customers:** Eligible Operators that purchase qualifying bakery products will receive one free bakery case of choice as designated on the attached form. One coupon per operator. Resale, bid, contract business, national accounts, affiliated franchise groups are not eligible due to other Sara Lee Frozen Bakery programs in which they may already participate. Broker organizations are ineligible for Sara Lee Frozen Bakery rebates. Chain headquarters may submit for multiple locations. However, reports submitted must show individual store addresses and purchase information. No bulk submissions or third-party submissions will be accepted. Offer valid in the U.S. only. Offer does not apply to deviated pricing, any distributor label product, or any other private label products. **Qualifying Products:** All Sara Lee Frozen Bakery SKUs listed on reverse. **Qualifying Equipment:** Small Chef Pierre Wire Rack, Large Chef Pierre Wire Rack, IW Pie Rack-White, IW Pie Rack-Black, Acrylic Bakery Display Case, Acrylic Pie Display Case. **Effective Dates:** Qualifying bakery product purchases must be made between July 1, 2019 and June 30, 2020. Request for rebate must be postmarked by July 31, 2020. Please allow 4-6 weeks for equipment selection to arrive. **Proof of Purchase:** Copies of distributor invoice(s) showing case purchases must be attached to the coupon. Invoices used for this offer cannot be used in conjunction with any other Sara Lee Frozen Bakery offer. Distributor velocity reports will only be accepted if they include Sara Lee Frozen Bakery product item numbers, specific invoice numbers, dates and purchase prices. Sara Lee Frozen Bakery has final decision on the interpretation of the terms and conditions of this promotion. Information submitted shall be the property of Sara Lee Frozen Bakery.



# QUALIFYING PRODUCTS

## BAKERY EQUIPMENT REBATE

Item #	Description	Cases Previously Purchased	Item #	Description	Cases Previously Purchased
<b>ChefPierre Individually Wrapped – Perfect for Chef Pierre Wire Racks</b>			8897	Small Whole Grain Double Chocolate Muffin 20Z 4/24CT	
7575	Cookie Dough IW Muffin 12/40Z		8711	Apple Fritter Donut 3.250Z 8/6CT	
7576	Banana Nut IW Muffin 12/40Z		8725	Mini Cake Donut Variety Pack 1.250Z 4/60CT	
7577	Blueberry IW Muffin 12/40Z		8726	Yeast Donut Variety Pack 8/6CT	
7579	Cheese Streusel IW Muffin 12/40Z		8729	Cake Donut Variety Pack 2.50Z 8/6CT	
7589	Cookie Dough IW Muffin 24/40Z		8732	Glazed Yeast Donut 2.50Z 8/6CT	
7590	Cinnamon Pecan Coffeecake IW Muffin 24/40Z		8735	Glazed Old Fashioned Sour Cream Cake Donut 2.50Z 8/6CT	
8625	Blueberry IW Muffin 24/40Z		8736	Powdered Sugar Cake Donut 2.50Z 8/6CT	
8626	Bran IW Muffin 24/40Z		8788	Glazed Cake Donut Variety Pack 30Z 8/6CT	
8627	Banana Nut IW Muffin 24/40Z		8336	Large Blueberry Cheese Butterfly Danish 40Z 6/8CT	
8635	Variety Pack IW Muffin 24/40Z		8337	Large Raspberry Butterfly Danish 40Z 6/8CT	
8636	Corn IW Muffin 24/40Z		8338	Large Apple Twist Danish 40Z 3/8CT	
8649	Cheese Streusel IW Muffin 24/40Z		8339	Large Cheese Butterfly Danish 40Z 3/8CT	
8654	Double Chocolate IW Muffin 24/40Z		8344	Timeless Collection Large Pastry Variety Pack 6/8CT	
8665	Banana Nut IW Muffin 48/20Z		8348	Large Cinnamon Almond Bear Claw Danish 3.50Z 3/8CT	
8666	Blueberry IW Muffin 48/20Z		8914	Large Cheese Butterfly Danish 40Z 6/8CT	
8668	Cheese Streusel IW Muffin 48/20Z		8208	European Style Variety Pack - 4 Assortments	
8699	Low-Fat Blueberry IW Muffin 24/40Z		8917	Apple Demi-Danish 1.310Z 5/10CT	
8860	Whole Grain Blueberry IW Muffin 48/20Z		8918	Cheese Demi-Danish 1.310Z 5/10CT	
8858	Whole Grain Apple Cinnamon IW Muffin 48/20Z		8919	Raspberry Demi-Danish 1.310Z 5/10CT	
8859	Whole Grain Corn IW Muffin 48/20Z		8924	Demi-Danish Variety Pack 1.310Z 5/10CT	
8861	Whole Grain Banana IW Muffin 48/20Z		8941	European Style Pastry Variety Pack - 3 Assortments	
8862	Whole Grain Double Chocolate IW Muffin 48/20Z		8281	Pre-Cut Sweet Cornbread 4/640Z	
41322	Whole Grain Blueberry IW Muffin 24/40Z		8282	Pre-Cut Jalapeño Cornbread 4/640Z	
41323	Whole Grain Banana IW Muffin 24/40Z		<b>ChefPierre Bulk Bakery – Perfect for Acrylic Pie Display Case</b>		
41324	Whole Grain Double Chocolate IW Muffin 24/40Z		9270	Unbaked Apple Hi-Pie® 6/490Z	
7556	Iced Cheese IW Danish 12/3.250Z		9281	Prebaked Pumpkin Pie 6/430Z	
8349	Variety Pack IW Danish 24CT		9277	Unbaked Traditional Apple Pie 6/460Z	
8356	Orchard Apple IW Danish 24/3.250Z		9273	Prebaked Pecan Pie 6/360Z	
8357	Cheese IW Danish 24/2.250Z		9285	Unbaked Fruits of the Forest Hi-Pie® 6/480Z	
8358	Cinnamon IW Danish 24/3.250Z		9278	Unbaked Cherry Hi-Pie® 6/480Z	
8868	Cheese IW Danish 12/4.750Z		<b>SaraLee Bulk Bakery – Perfect for Bakery Display Case</b>		
8863	Cornbread IW Mini Loaves 48/20Z		8241	Classic Iced Brownie 4/750Z	
<b>SaraLee Individually Wrapped Pies – Perfect for IW Pie Rack</b>			8211	Premium Triple Chocolate Chunk Brownie 4/750Z	
5097	Apple IW Pie 24/40Z		8214	Premium Salted Caramel Brownie 4/740Z	
5117	Pecan IW Pie 24/40Z		<b>Bischoff Bulk Bakery – Perfect for Bakery Display Case</b>		
5421	Sweet Potato IW Pie 48/40Z		8217	Cinnamon Swirl Stuffed Muffin with Cream Cheese Filling 24/40Z	
7140	Apple IW Pie 48/40Z		8218	Banana Nut Stuffed Muffin with Cream Cheese Filling 24/40Z	
7144	Pecan IW Pie 48/40Z		8219	Blueberry Stuffed Muffin with Lemon Filling 24/40Z	
7554	Traditional Chocolate Cream IW Pie 24/30Z		8220	Double Chocolate Stuffed Muffin with Salted Caramel Filling 24/40Z	
7555	Pumpkin IW Pie 24/50Z		8805	Favorites Collection Variety Pack 2 Bars 4CT	
8981	Lemon Meringue IW Pie 24/3.50Z		8806	Favorites Collection Variety Pack 1 Bars 4CT	
<b>ChefPierre Bulk Bakery – Perfect for Bakery Display Case</b>			8570	Lemon Lovers Bar 4/440Z	
8607	Large Blueberry Muffin 4 OZ 4/12CT		8571	Seven Layers of Heaven Bar 4/440Z	
8608	Large Bran Muffin 4 OZ 4/12CT		8572	Blondie Bar 4/370Z	
8613	Large Banana Nut Muffin 4 OZ 4/12CT		8574	Ultimate Brownie Bar 4/440Z	
8628	Large Corn Muffin 4 OZ 4/12CT		8575	Strawberry Swirl Cheesecake CC 4/520Z	
8642	Large Carrot Nut Muffin 4 OZ 4/12CT		8593	Favorites Collection Variety Pack 4CT	
8643	Large Cheese Streusel Muffin 4 OZ 4/12CT		8794	S'mores Brownie Bar 4/490Z	
8644	Large Double Chocolate Muffin 4 OZ 4/12CT		8795	Pecan Carmelita Bar 4/490Z	
8663	Large Blueberry Muffin 4 OZ 4/12CT		8796	Baileys® Dark Chocolate Swirl Brownie	
8687	Large Cinnamon Pecan Coffeecake Muffin 4 OZ 4/12CT		8797	Brown Butter Bourbon Bar 4/360Z	
8696	Large Lemon Poppyseed Muffin 4 OZ 4/12CT		8798	Peanut Butter Chocolate Layer Bar 4/590Z	
8717	Large Variety Pack Muffin 4 OZ 4/12CT		8961	Double Chocolate Decadence Brownie 4/550Z	
8767	Mini Variety Pack Muffin .90Z 3/54CT		8963	Salted Caramel Brownie 4/540Z	
8820	Mini Blueberry Muffin .90Z 2/54CT		8964	Pre-Cut Salted Caramel Brownie -12 4/540Z	
8821	Mini Banana Nut Muffin .90Z 2/54CT		8983	Salted Caramel Brownie Pack 8/540Z	
8822	Mini Lemon Poppyseed Muffin .90Z 2/54CT		8984	Lemon Lovers Bar Pack 8/440Z	
8824	Mini Corn Muffin .90Z 2/54CT		8163	Individual Hot Fudge Chocolate Cake 24/2.80Z	
8825	Mini Double Chocolate Muffin .90Z 2/54CT		8164	Individual Classic NY Style Creamy Cheesecake 24/2.60Z	
8605	Small Blueberry Muffin 2 OZ 4/24CT		8166	Mini Key Lime Cream Pie 24/2.80Z	
8606	Small Bran Muffin 2 OZ 4/24CT		8167	Mini Chocolate Peanut Butter Cream Pie 24/3.10Z	
8611	Small Corn Muffin 2 OZ 4/24CT		8952	Individual Hot Fudge Chocolate Cake 24/50Z	
8658	Wholesome Indulgence® Muffin Variety Pack 1.50Z 3/24CT		38901	Individual Strawberry Cheesecake Cream 24/2.80Z	
8673	Small Cheese Streusel Muffin 2 OZ 4/24CT		38902	Individual Turtle Cream 24/3.30Z	
8675	Small Double Chocolate Muffin 2 OZ 4/24CT		38903	Individual No Sugar Added Chocolate Cream 24/3.10Z	
8677	Small Banana Nut Muffin 2 OZ 4/24CT		38904	Individual Lemon Cream Layer Cake 24/2.60Z	
8716	Small Variety Pack Muffin 2 OZ 4/24CT		38905	Individual Red Velvet Layer Cake 24/2.50Z	
8895	Small Whole Grain Blueberry Muffin 20Z 4/24CT		38906	Individual Tiramisu 24/2.60Z	
8896	Small Whole Grain Banana 20Z 4/24CT				

PLEASE CALL 855.524.7876 OR VISIT

[SARALEEFROZENBAKERY.COM/FOODSERVICE/OFFERS](http://SARALEEFROZENBAKERY.COM/FOODSERVICE/OFFERS)

TO LEARN MORE.

