First Case Free

Pick a Product—Try It Free!

Your First Case of Any UNCLE BEN'S® Brand Product Is Free!

From traditional fare to the latest trendsetting flavors and grains, choose the quality and performance of UNCLE BEN'S® Brand products. Use the form below to try any variety for free.

Choose any product from these categories—

- UNCLE BEN'S® ORIGINAL CONVERTED® Brand Rice
- UNCLE BEN'S® Whole Grain Products
- UNCLE BEN'S INFUSED® Rice
- UNCLE BEN'S® Ready-To-Heat Rice
- UNCLE BEN'S® Wild Rice
- UNCLE BEN'S® Flavored Rice
- UNCLE BEN'S® Stuffing Mix
- UNCLE BEN'S® *naturel*™ Rice Blends
- UNCLE BEN'S® Ready-To-Use Sauces
- UNCLE BEN'S® Pilaf
- UNCLE BEN'S® Wild Rice

For a full listing of products call 1-800-432-2331, visit www.MARSfoodservices.com, or ask your sales representative.

Operator Rebate

Your first case of eligible UNCLE BEN'S® Brand product is FREE when you submit a proof of purchase (maximum 1 case or $45). Limit one free case per product category within an 18-month time period.

MAIL REBATE TO (Please print clearly)

NAME OF ESTABLISHMENT

YOUR NAME TITLE

STREET ADDRESS (NO P.O. BOX)

CITY/STATE/ZIP

BUSINESS PHONE NUMBER

E-MAIL ADDRESS (REQUIRED TO RECEIVE PROMOTIONS VIA E-MAIL)

SALES REPRESENTATIVE

SALES REPRESENTATIVE COMPANY

CITY/STATE/ZIP

BROKER

☐ Check box if you wish to receive e-mails regarding additional MARS Foodservices promotional offers.

TO SPEED UP YOUR REWARDS

- *Fill out this form completely.*
- *Purchase products from 01/01/2011 to 12/31/2011.*
- *Maximum rebate: 1 case or $45*
- *Attach distributor invoices of qualified purchases circled or highlighted.*
- One coupon limit per location.
- Allow 4-6 weeks for delivery. Postmark requested on or before 01/31/2012.
- Operators, not distributors, must complete and submit rebate certificate.
- Mail claim to **MARS Foodservices, P.O. Box 29333, San Antonio, TX 78229.**

IMPORTANT: This offer is not valid on cases offered for resale. Offer valid for foodservice operators only. Distributors, contract customers, purchasing groups, bid and cash-and-carry purchases are not eligible for this offer. Chains or affiliated groups must participate on an individual basis. Void where prohibited, taxed, or restricted by law.

Primary Type of Operation (Check One)

Commercial
- ☐ Catering
- ☐ Deli/Retail Store
- ☐ Hotel/Motel
- ☐ Recreation/Entertainment
- ☐ Family/Casual Restaurant
- ☐ Fine Dining
- ☐ Fast Food (Quick Service)
- ☐ Cafeteria

Noncommercial
- ☐ Association
- ☐ College/University
- ☐ B&I/Employee Feeder
- ☐ Healthcare/Hospital
- ☐ In-Transit Feeder
- ☐ Military Service
- ☐ School (K–12)
- ☐ Vending

Average Number of Meals Served Per Day
- ☐ Less than 100
- ☐ 100–299
- ☐ 300–499
- ☐ 500–999
- ☐ 1,000–1,999
- ☐ 2,000–4,999
- ☐ 5,000 or More

Please fill in the chart below.

Product No.	UNCLE BEN'S® Brand Product	No. of Cases Purchased	Price Paid
			$
		Total Rebate Due $_____ (Maximum 1 case or $45)	

Invoice Start Date	Invoice End Date	Postmark Requested No Later Than
January 1, 2011	**December 31, 2011**	**January 31, 2012**

MARS foodservices US

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