



Helloooooo
**HOLIDAY
 BONUS**

Because you deserve a little

**SOMETHING
 ON THE SIDE**



THIS YEAR, TREAT YOUR GUESTS TO A SIDE OF THE HOLIDAYS THEY'VE NEVER TASTED BEFORE. YOU'LL NOT ONLY WIN CUSTOMERS—YOU COULD ALSO **WIN UP TO \$1000.**



Here's how:

1. Put your own unique twist on an IDAHOAN® CASSEROLE and/or IDAHOAN HASH BROWNS product.
 Show us your creative side! Between 11/1/11 and 12/31/11, purchase and use at least one package/carton of Eligible Product to create a new variation on a popular recipe, an interesting menu name, a unique plate presentation, a themed promotion – or any combination of those – for your foodservice patrons. Take a photo and prepare a brief description (not to exceed 100 words) of your creative twist. Entries will be judged on creativity, practicality and originality by a panel of foodservice industry experts. Eligible Products listed on reverse side (same as Holiday Rebate Promotion products).

2. Enter your brilliant idea into the IDAHOAN HOLIDAY BONUS contest.
 Entries must include the photo, description, and a copy of the distributor invoice showing purchase of Eligible Product(s) during the contest period, the name and address of foodservice establishment, the name and title of entrant, and the entrant's phone number. Email or mail these requirements to FoodservicePromotions@Idahoan.com or Idahoan Foods, LLC, Holiday Bonus Contest, 529 North 3500 East, Lewisville, ID 83431.

One entry per foodservice operator location. Whether you email or mail, entries must be received or postmarked, respectively, no later than 1/31/12. Void where prohibited by law. For a complete list of rules and regulations: www.idahoanfoodservice.com

3. Get a free hardcover copy of "The Flavor Bible: The Essential Guide to Culinary Creativity, Based on the Wisdom of America's Most Imaginative Chefs" just for sending in a valid entry! (\$35 value)
 All submissions must be complete to receive a book.

4. Find out if you are one of 15 winners nationwide.
 One first-, second- and third-place winner will be selected from EACH region (West, Mtn. Southwest, Central, East, Southeast) and prizes will be awarded in the form of AmEx gift cards:

- FIVE 1st-PLACE WINNERS: \$1000
- FIVE 2nd-PLACE WINNERS: \$750
- FIVE 3rd-PLACE WINNERS: \$500

5. See the winning ideas featured.
 Winners will be highlighted on Idahoan.com and announced to foodservice, trade and local publications.



REBATE ON BACK



It's easy:

1. To earn your rebate, purchase at least five cases of eligible IDAHOAN® products between 11/1/2011 and 12/31/2011 and receive a \$5 rebate per case up to \$250.
2. Attach copies of distributor invoices to this completed rebate form, clearly identifying the eligible IDAHOAN products.
 - All distributor invoices must include distributor name and establishment name.
 - All rebate forms must be postmarked by 1/31/2012.
3. Complete this entire form to receive your check!

ELIGIBLE IDAHOAN PRODUCTS:

DESCRIPTION	NEW SKU	PACK SIZE	# CASES	X AMOUNT	= REBATE (\$250 MAX)
Casseroles					
Idahoan® Au Gratin Potatoes	00888	12 / 20.35-oz bags	_____	\$5.00	_____
Idahoan® Au Gratin Potatoes	00880	6 / 2.54-lb cartons	_____	\$5.00	_____
Idahoan® Scalloped Potatoes	00889	12 / 20.35-oz pouches	_____	\$5.00	_____
Idahoan® Scalloped Potatoes	00881	6 / 2.54-lb cartons	_____	\$5.00	_____
Idahoan® Macaroni & Cheese	00926	12 / 24-oz pouches	_____	\$5.00	_____
Hash Browns					
Idahoan® Fresh Cut Hash Browns	00808	6 / 2.125-lb cartons	_____	\$5.00	_____
			Total Cases (minimum of five) _____	Total Rebate= _____	

OPERATOR INFORMATION:

Establishment _____

Name/Title _____

Mailing Address _____ City/State/Zip _____

Business Phone _____ Email _____

Check here if you would like to receive exclusive email offers from IDAHOAN FOODS LLC.

Primary Distributor _____ City/State/Zip _____

CHECK APPROPRIATE SEGMENT:

- College & University
- Business & Industry
- Hospitals
- Nursing Homes
- Schools K-12
- Family/Casual Dining
- Fast Casual
- Hotel/Lodging
- QSR
- Fine Dining
- Other: _____

REBATE RULES

1. This rebate is good for \$5 per case, up to \$250 maximum rebate amount.
2. Distributor invoice must be attached with qualifying items circled or highlighted. Distributor listings, summaries or reports do not qualify.
3. This coupon is valid on products purchased between 11/1/2011 and 12/31/2011, and your rebate submission must be postmarked no later than 1/31/2012 to be considered valid.
4. One rebate payment allowed per operation or location and will be payable only to the address noted on the invoice. No bulk submissions or third-party submissions will be accepted.
5. This offer is not valid for distributors, or operators receiving bid pricing, or contracted pricing, or for chains with contracted pricing. This offer may not be combined with any other Idahoan Foods offer.
6. Chain operators must submit on an individual unit basis (see #4).
7. All information is required and the rebate must be complete to be processed.
8. Idahoan Foods is not responsible for lost, late, damaged, misdirected or postage-due mail.
9. Please allow 4-6 weeks for processing.

SEND COMPLETED REBATE FORM AND DISTRIBUTOR INVOICES TO:

IDAHOAN
P.O. Box 1001
Dexter, MN 55926

