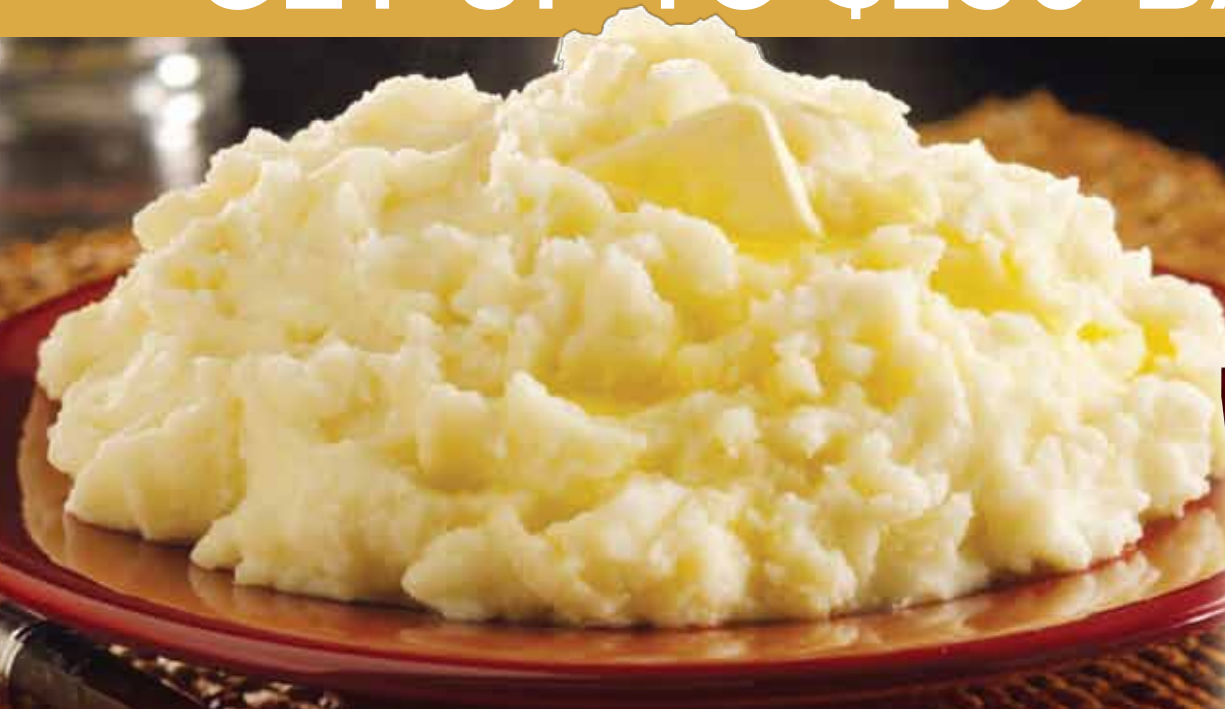


GET UP TO \$250 BACK



OUR NEW PACKAGING IS
LOOKIN' GOOD
AND SO IS A BIG REBATE CHECK

We've changed our packaging to bring you an even fresher product by using a tougher, better barrier, that uses 18% less material than our old package. And while we were at it, we spruced up the graphics too. What's on the outside might be new but on the inside is what you've come to expect from Idahoan; **the best mashed potatoes, casseroles, and**



hash browns available and always made with real Idaho® Potatoes. Check out our new pouch and you could be checkin' out a **rebate for up to \$250** —and extra cash always looks good! See all the details on the back.



Rebate Details Rebates valid on these items only

Current Product Code	New Idahoan code effective 9/01/2011	Description	# cases	X Amount	= Rebate \$250 Max
CASSEROLES					
n/a	2970000880	Au Gratin 6/2.375 lb - Coming fall 2011	_____	\$5.	_____
7117933943	2970000888	Au Gratin Pouches 12/20.35 oz	_____	\$5.	_____
n/a	2970000881	Scalloped 6/2.375 lb - Coming fall 2011	_____	\$5	_____
7117944938	2970000889	Scalloped Pouches 12/20.35 oz	_____	\$5	_____
7117920805	2970000926	Macaroni & Cheese 12/24 oz	_____	\$5	_____
HASH BROWNS					
7117920205	2970000808	Fresh Cut Hash Browns 6/2.125 lb	_____	\$5	_____
MASHED					
7117920405	2970020405	REAL Mashed 6/3.24 lb	_____	\$5	_____
7117920425	2970000311	REAL Mashed 24/13 oz	_____	\$5	_____
7117920435	2970000313	REAL Mashed 12/26 oz	_____	\$5	_____
7117920465	2970022313	REAL Mashed 12/26 oz with Vit C	_____	\$5	_____
7117920485	2970000365	Premium Homestyle Mashed 12/28 oz	_____	\$5	_____
FLAVORED MASHED					
7117941510	2970000346	Real Butter & Herb Mashed Potatoes 24/16 oz	_____	\$5	_____
7117941515	2970000347	Real Roasted Garlic Mashed 24/16 oz	_____	\$5	_____
7117900497	2970000338	Premium Baby Red Mashed 24/16.44 oz	_____	\$5	_____
7117900980	2970000335	Premium Golden Selects 24/16.44 oz	_____	\$5	_____
LOW SODIUM MASHED					
7117901542	2970000316	6/4.69 Naturally Mashed 25 grams of sodium per 1/2 cup serving	_____	\$5	_____
2970085315	2970000315	24/12.5 oz Naturally Mashed 25 grams of sodium per 1/2 cup serving	_____	\$5	_____
FLAKES					
7117920345	2970000301	Instamash Flakes 12/28oz	_____	\$5	_____
7117920325	2970000203	Flakes Instant Mashed 6/5 lb	_____	\$5	_____
PIECES					
7117920505	2970000882	Potato Slices 4/5 lb	_____	\$5	_____
				Total =	_____

Operator Information

Make checks payable to (establishment name): _____

Mailing address: _____ City: _____ State: _____ Zip: _____

Your name and title: _____

Establishment phone number: _____ Your email address: _____

Type of foodservice establishment (circle one): Casual/Midscale Healthcare K-12 College/University B&I Lodging QSR
Other _____

Distributor name: _____ Distributor sales rep name: _____

Rebate Rules

1. This rebate is good for \$5 per case, per operator, **up to \$250 maximum rebate amount**. Send invoice(s) and this rebate coupon to: Idahoan Foodservice, 529 N. 3500 E., Lewisville, ID 83431, Attn: Foodservice Coupon Redemption
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 08/01/2011 and 10/31/2011 and your rebate submission must be postmarked no later than 11/15/2011 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.
5. Offer does not apply to distributors, bid, contracted, or national accounts. 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.