



Quality, Innovation and a Conversion Rebate Incentive!

Earn more with Barilla®! DSRs earn \$1 rebate per case for every incremental SKU of Barilla pasta converted from a competitive brand.

Barilla® Has It All!

- Superior quality outperforming competitors, which can stick, clump and break during the cooking process
- Classic shapes for authentic regional dishes
- Innovative pasta products to create back-of-house solutions
- Pasta versatility for any taste and every need
- The Barilla line includes Barilla and Barilla Piccolini® and "Better For You" choices Barilla PLUS™ and Barilla Whole Grain

Convert any competitor's SKU to Barilla® pasta and receive a \$1 rebate per case!

- Maximum rebate is \$250 per DSR
- Offer valid on purchases made between August 1, 2008 and October 31, 2008
- Completed rebate claim forms must be postmarked by November 30, 2008
- Claim forms must include a copy of the dated sales order and proof of conversion



PLUS™

Piccolini®



Whole Grain

Conversion Rebate Enrollment Form

Fill out the form below to enroll in the Barilla® Conversion Rebate.



Distributor: _____

Rebate Calculator:

Contact Name: _____

Number of converted Barilla® cases ordered _____ x \$1.00 = \$ _____

DSR Address: _____

Total Rebate: \$ _____

DSR email address: _____

Barilla® Representative/Broker Name: _____

Include me in email offers from Barilla®

DSR Phone: _____

Mail to: Barilla® Pasta
P.O. Box 1053
Brownsdale, MN 55918

For more information contact your Barilla® Sales Representative or call 1-800-922-7455

Rebate Terms & Conditions: Earn a \$1 rebate on every case of Barilla® purchased between August 1, 2008 and October 31, 2008. Maximum rebate is \$250 per DSR. No rebate will be honored without proof of performance. Submission must include a distributor report that shows operator's past purchases of competitive brands for May-July, 2008 as well as their converted Barilla purchases for August 1-October 31, 2008. Completed rebate claim forms must be postmarked no later than November 30, 2008. Note: This program does not extend sales to national account customers or bid customers. DSR cannot participate in this program in conjunction with any other DSR incentive on these products during the promotional period. The rebate is available only to distributor sales representatives of foodservice distributors.