

• **\$150 OPERATOR REBATE** June 1 through August 31, 2010 •

# ICELANDIC® SEAFOOD HAS GONE COUNTRY!



Country Fry™, an Icelandic® original signature batter was created many years ago to provide operators with a seafood line that has the taste of a homemade country-style breading without all the work. Country Fry™ is famous for its one-of-a-kind flavor and texture, that is often imitated, BUT never duplicated, and still remains the "Gold Standard" and top choice among seafood coatings in the industry today.



# ● \$150 OPERATOR REBATE June 1 through August 31, 2010 ●

EARN UP TO \$150 ON SELECT ICELANDIC® COUNTRY FRY™ PRODUCTS PURCHASED BETWEEN JUNE 1 AND AUGUST 31, 2010. (MAXIMUM REBATE IS \$150).

Product Code	Product Description	Cases Purchased	Per Case Rebate	Total Rebate	Have you purchased this product before? <small>(this only applies for items you are redeeming for)</small>
<b>Country Fry™</b>					
10001615	0.75 oz. Cod Nugget		\$3.00		___Yes ___No
10001686	2.75 oz. Cod		\$3.00		___Yes ___No
10001687	3.25 oz. Cod		\$3.00		___Yes ___No
10001688	3.75 oz. Cod		\$3.00		___Yes ___No
10001689	4.25 oz. Cod		\$3.00		___Yes ___No
10001690	4.75 oz. Cod		\$3.00		___Yes ___No
10024423	8 oz. Cod Fillets		\$3.00		___Yes ___No
10001693	8 oz. Cod, Block Cut		\$3.00		___Yes ___No
10001697	10 oz. Cod Fillets		\$3.00		___Yes ___No
10001715	11 oz. Haddock, Skin On		\$3.00		___Yes ___No
<b>TOTAL REBATE</b> <small>(Maximum Rebate \$150. Minimum 10 case purchase.)</small>					

Name: \_\_\_\_\_

Establishment: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone (daytime): \_\_\_\_\_

Primary Distributor: \_\_\_\_\_

DSR Name: \_\_\_\_\_

### TYPE OF ESTABLISHMENT:

- Family Dining     Healthcare     Quick Service  
 Casual Dining     Hotel/Lodging     Other

### HOW DID YOU RECEIVE THIS COUPON?

- Food Show     DSR     BSR     Mailing  
 Website     Other

- Yes, I would like to receive information about products offered by Icelandic® via E-mail.

To claim rebate, operators must complete and mail this coupon together with distributor invoice (no distributor reports accepted), clearly indicating your purchases of Icelandic® Country Fry™ Products to:

**Icelandic® Seafood Has Gone Country! Promotion**  
**P.O. BOX 610, HUDSON, WI 54016**

### REQUIREMENTS AND RULES:

- Offer valid on purchases made June 1 - August 31, 2010.
- Maximum Rebate value \$150.00 per operator location. Minimum 10 case purchase.
- Only one rebate coupon per customer location for the specified purchase dates is allowed.
- This offer cannot be combined with any other coupon or rebate.
- All rebate requests must be postmarked by September 30, 2010.
- Foodservice chains and management companies must participate on an individual unit basis only.
- Distributors, wholesalers, and warehouse clubs are excluded from this offer.
- Not valid in conjunction with any other offer from Icelandic®.
- Void where prohibited by law.
- PLEASE ALLOW 6-8 WEEKS FOR REBATE DELIVERY.