

**\$200 OPERATOR REBATE** June 1 through August 31, 2010

**Put The Whiting In,  
Take The Whiting Out,  
You Do The Hoki Pokey And  
You Make The Savings Count.**



**Earn \$4.00 a case when you purchase Icelandic® Bass Ale® Battered Hoki and Whiting between June 1 and August 31, 2010. (Maximum rebate \$200)**

# \$200 OPERATOR REBATE June 1 through August 31, 2010

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Product Code	Product Description	Cases Purchased	Per Case Rebate	Total Rebate	Have you purchased this product before? (this only applies for items you are redeeming for)
10001638	Apx. 2 – 3 oz. Brewer's Choice® Battered Hoki Portion		\$4.00		___Yes ___No
10001639	Apx. 2 – 4 oz. Brewer's Choice® Battered New England Whiting		\$4.00		___Yes ___No
<b>TOTAL REBATE</b> (Maximum Rebate \$200. Minimum 10 case purchase.)					

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® Bass Ale® Hoki and Whiting Products to:

**Icelandic® Seafood Hoki Pokey Promotion**  
**P.O. BOX 610, HUDSON, WI 54016**

#### REQUIREMENTS AND RULES:

- Offer valid on purchases made June 1 - August 31, 2010.
- Maximum Rebate value \$200.00 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.