

OPERATOR COUPON  
part of *Expand Your Network Promotion*

# Bake Your Way To Savings!



FOR FIRST-TIME BUYERS ONLY:

**SAVE UP TO**

**\$225!**

Get huge savings on our incredible variety of easy-to-serve bakeable products.



# BAKE YOUR WAY TO SAVINGS OPERATOR COUPON

**FOR FIRST-TIME BUYERS\* ONLY:**

# SAVE \$25!

SAVE \$25 when you buy five cases of select Bakeable products between January 1, 2010 and April 30, 2010.

**In order to qualify for the \$25 and/or \$200 rebates, you must be signed up as a first-time buyer\* for these products by your Icelandic® Sales Representative.**

PARTICIPATING PRODUCTS \$25 REBATE	ICELANDIC® CODE	DISTRIBUTION CODE	CASES PURCHASED
<b>BAKEABLE ITEMS</b>			
<b>Lemon Pepper</b>			
4-5 oz. Lemon Pepper Cod Loins	10020037		
Apx. 4 oz. Lemon Pepper AK Pollock	10020646		
Apx. 4 oz. Lemon Pepper Haddock	10025905		
<b>Cracker Crumb</b>			
Apx. 4 oz. Cracker Crusted Haddock	10025906		
<b>Salmon</b>			
Apx. 4 oz. Salmon Fillet Portion, Citrus Pepper	10024472		
Apx. 4 oz. Salmon Fillet Portion, Fresh Dill	10024473		
Apx. 4 oz. Salmon Fillet Portion, Au Naturelle	10024474		
Apx. 4 oz. Salmon Fillet Portion, Spicy Mango	10024470		
Apx. 6 oz. Salmon Fillet Portion, Au Naturelle	10024504		
Apx. 6 oz. Salmon Fillet Portion, Citrus Pepper	10024502		
Apx. 6 oz. Salmon Fillet Portion, Fresh Dill	10024503		
Apx. 4 oz. Currents® Cross Grilled Wild Salmon Fillet	10003280		
<b>TOTAL CASES PURCHASED (Must purchase 5 cases to qualify)</b>			
<b>TOTAL REBATE (Maximum Rebate: \$25.00)</b>			

Send your completed rebate form(s) with a copy of your distributor invoice(s) clearly indicating your purchase of Icelandic® products (no tracking reports accepted) to: Icelandic® Bake Your Way To Savings Rebate, P.O. Box 610, Hudson, WI 54016.

**SAVE \$25 REBATE FORM** (All fields mandatory)

Contact Person \_\_\_\_\_ Name of Establishment \_\_\_\_\_  
 Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_  
 Email \_\_\_\_\_ Phone (Daytime) \_\_\_\_\_  
 Primary Distributor \_\_\_\_\_ DSR Name \_\_\_\_\_  
 Type of establishment:  Family Dining  Healthcare  Quick Service  Casual Dining  Hotel/Lodging  Other \_\_\_\_\_

**Terms and Conditions**

The \$25 rebate is valid on a 5 case purchase (4 cases or less does not qualify) made January 1, 2010 through April 30, 2010 and must be postmarked by May 31, 2010. Only one rebate form per customer location per specified date(s) allowed. Foodservice chains, retail chains and management companies must participate on an individual unit basis only. You cannot combine this coupon with any other Icelandic® coupon to meet the 5/195 case minimum purchase requirement. Please allow 6-8 weeks for rebate delivery.

\*You qualify as a first-time buyer with a minimum purchase of 5 cases of participating items if they were not purchased in 2009.

# BAKE YOUR WAY TO SAVINGS OPERATOR COUPON

## BUT THAT'S NOT ALL.

Our Bakeable products are going to be such a hit with your customers, you'll want to buy it all year long!

# SAVE \$200!

when you buy an additional 195 cases (for a total of 200) by December 31, 2010.

**In order to qualify for the \$25 and/or \$200 rebates, you must be signed up as a first-time buyer\* for these products by your Icelandic® Sales Representative.**

PARTICIPATING PRODUCTS \$200 REBATE	ICELANDIC® CODE	DISTRIBUTION CODE	CASES PURCHASED
<b>BAKEABLE ITEMS</b>			
<b>Lemon Pepper</b>			
4-5 oz. Lemon Pepper Cod Loins	10020037		
Apx. 4 oz. Lemon Pepper AK Pollock	10020646		
Apx. 4 oz. Lemon Pepper Haddock	10025905		
<b>Cracker Crumb</b>			
Apx. 4 oz. Cracker Crusted Haddock	10025906		
<b>Salmon</b>			
Apx. 4 oz. Salmon Fillet Portion, Citrus Pepper	10024472		
Apx. 4 oz. Salmon Fillet Portion, Fresh Dill	10024473		
Apx. 4 oz. Salmon Fillet Portion, Au Naturele	10024474		
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Apx. 6 oz. Salmon Fillet Portion, Au Naturele	10024504		
Apx. 6 oz. Salmon Fillet Portion, Citrus Pepper	10024502		
Apx. 6 oz. Salmon Fillet Portion, Fresh Dill	10024503		
Apx. 4 oz. Currents® Cross Grilled Wild Salmon Fillet	10003280		
<b>TOTAL CASES PURCHASED (Must purchase 195 cases to qualify)</b>			
<b>TOTAL REBATE (Maximum Rebate: \$200.00)</b>			

Send your completed rebate form(s) with a copy of your distributor invoice(s) clearly indicating your purchase of Icelandic® products (no tracking reports accepted) to: Icelandic® Bake Your Way To Savings Rebate, P.O. Box 610, Hudson, WI 54016.

### SAVE \$200 REBATE FORM (All fields mandatory)

Contact Person \_\_\_\_\_ Name of Establishment \_\_\_\_\_  
 Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_  
 Email \_\_\_\_\_ Phone (Daytime) \_\_\_\_\_  
 Primary Distributor \_\_\_\_\_ DSR Name \_\_\_\_\_  
 Type of establishment:  Family Dining  Healthcare  Quick Service  Casual Dining  Hotel/Lodging  Other \_\_\_\_\_

### Terms and Conditions

The \$200 rebate is valid on a 195 case purchase (194 cases or less does not qualify) made January 1, 2010 through December 31, 2010 and must be postmarked by January 31, 2011. Only one rebate form per customer location per specified date(s) allowed. Foodservice chains, retail chains and management companies must participate on an individual unit basis only. **You cannot combine this coupon with any other Icelandic coupon to meet the 5/195 case minimum purchase requirement.** Please allow 6-8 weeks for rebate delivery.

\*You qualify as a first-time buyer with a minimum purchase of 5 cases of participating items if they were not purchased in 2009.

YES, I would like to receive information about products offered by Icelandic® via email.

