

NEW!
PANGASIUS
MAKES A

BIG SPLASH!

FOR FIRST-TIME BUYERS ONLY:
SAVE UP TO
\$225!

Save big on Pangasius, the fish that's making waves with its amazing taste, versatility and year round availability.



BIG SPLASH OPERATOR COUPON

FOR FIRST-TIME BUYERS* ONLY: SAVE \$25!

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

BUT THAT'S NOT ALL.

Our Pangasius is 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
REDHOOK® ESB BEER BATTERED			
1-2 oz. Battered Pangasius	10025912		
2-3 oz. Battered Pangasius	10025913		
DIXIE CRUNCH CORN MEAL BREADED			
1-2 oz. Breaoded Pangasius	10026000		
2-3 oz. Breaoded Pangasius	10026001		
GOURMET PANKO BREADED			
Apx. 4 oz. Breaoded Pangasius	10026002		
1-2 oz. Breaoded Pangasius	10026077		
2-3 oz. Breaoded Pangasius	10026078		
TOTAL CASES PURCHASED (Must purchase 195 cases to qualify)			
TOTAL REBATE (Maximum Rebate: \$200.00)			

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® Big Splash 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 \$25 rebate is valid on a 25 case purchase (24 cases or less does not qualify) made January 1, 2010 through June 30, 2010 and must be postmarked by July 31, 2010. 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.



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TOTAL CASES PURCHASED (Must purchase 5 cases to qualify)			
TOTAL REBATE (Maximum Rebate: \$25.00)			

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

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

