

# This year, RESOLVE TO SAVE BIG!

Purchase a case of Featured Wellness Brands and a case of A.M. Favorites and receive a rebate for the value of the Featured Wellness Brands – up to 5 cases!

## Help your customers keep their New Years Resolution by offering the **Featured Wellness Brands!**

- **Kellogg's™ Special K™ Protein Meal Bars** – The perfect solution for busy customers with 10g of protein, 5g of fiber and less than 200 calories!
- **Kashi® TLC® Chewy Granola Bars** – A must have wholesome snack from one of the top natural brands in the granola bar category.<sup>1</sup>
- **NEW! Kellogg's® Cinnabon™\*\* Snack Bars** – A customer favorite now in a guilt-free bar with 150 calories.
- **Kashi® All-Natural Cereal Assortment** – The ideal mix of all-natural favorites.
- **Kellogg's® Wellness Cereal Assortment** – A variety of the cereals your customers can feel good about.



1 IRI, FDMxW, 52 Weeks Ending 9/6/09

## Receive a rebate for up to 5 cases of Featured Wellness Brands.

1. Maximum rebate is \$250. See reverse for a list of participating products.
2. Offer valid on purchases made between November 15, 2009 and March 31, 2010.
3. Completed rebate claim forms must be postmarked no later than April 30, 2010.



RIGHT IDEAS from the A.M. SNACKING EXPERTS



Bringing our focus to your business.™

# Purchase a case of Featured Wellness Brands and a case of A.M. Favorites and receive a rebate for the value of the Featured Wellness Brands – up to 5 cases or \$250!

## A.M. Favorites

Case Code	Distributor Code	Description	Case Pack	Gross Case Weight (lb.)	# of Cases Purchased
38000-31732		Kellogg's® Pop-Tarts® Toaster Pastries – Frosted Strawberry	72 ct./3.6 oz.	19.50	
38000-31132		Kellogg's® Pop-Tarts® Toaster Pastries – Frosted Brown Sugar Cinnamon	72 ct./3.5 oz.	18.80	
38000-12883		Kellogg's® Special K® Bar – Strawberry	96 ct./0.81 oz.	6.87	
38000-35745		Kellogg's® Nutri-Grain® Cereal Bar – Blueberry	48 ct./1.3 oz.	5.60	
38000-26547		Kellogg's® Rice Krispies Treats® – The Original	80 ct./1.3 oz.	8.60	
24100-12322		Sunshine® Cheez-It® Crackers – The Original	60 ct./2.0 oz.	8.00	
38000-12611		Kellogg's® Cereal-in-a-Cup Assortment – Favorite	60 ct./Asstd.	11.98	
38000-12609		Kellogg's® Cereal-in-a-Cup Assortment – Classic	60 ct./Asstd.	12.15	
<b>Total Cases – A.M. Favorites</b>					

## Featured Wellness Brands

Case Code	Distributor Code	Description	Case Pack	Gross Case Weight (lb.)	# of Cases Purchased	Purchase Price	Rebate Amount
38000-29187		Kellogg's™ Special K™ Protein Meal Bar – Double Chocolate	48 ct./1.59 oz.	6.48			
38000-29189		Kellogg's™ Special K™ Protein Meal Bar – Chocolate Peanut Butter	48 ct./1.59 oz.	6.48			
38000-45874		Kellogg's® Cinnabon™™™ Snack Bar – Original	72 ct./1.3 oz.	7.8			
38000-45877		Kellogg's® Cinnabon™™™ Snack Bar – Caramel	72 ct./1.3 oz.	7.8			
18627-37947		Kashi® TLC® Chewy Granola Bar – Trail Mix	72 ct./1.23 oz.	7.36			
18627-37949		Kashi® TLC® Chewy Granola Bar – Honey Almond Flax	72 ct./1.23 oz.	7.36			
38000-18315		Kellogg's® Cereal-in-a-Cup Assortment – Wellness	60 ct./Asstd.	12.6			
18627-33313		Kashi® Cereal-in-a-Cup Assortment – All-Natural	36 ct./Asstd.	6.47			
<b>Total Cases – Wellness Brands*</b>						<b>Total Rebate</b>	

\* Max 5 cases

### Please complete the following:

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

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Yes, I would like Kellogg's® Food Away From Home to send me exclusive promotional offerings and updates via e-mail.

Address (No P.O. Boxes, please): \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Distributor Name: \_\_\_\_\_ Distributor City/State: \_\_\_\_\_

Kellogg Sales Rep Name: \_\_\_\_\_

Number of meals served per day: \_\_\_\_\_

Are you affiliated with a Contract Management Company? \_\_\_\_\_ If yes, which Contract Management Company? \_\_\_\_\_

Primary Type of Operation (Check One):  College/University  Business/Industry  Hospital

Number of patrons: \_\_\_\_\_ Number of dining facilities (if applicable): \_\_\_\_\_ Number of retail outlets (if applicable): \_\_\_\_\_

Total campus enrollment (if applicable): \_\_\_\_\_

### REBATE TERMS AND CONDITIONS

Purchase a case of A.M. Favorites and a case of Featured Wellness Brands and receive a rebate for the value of the Featured Wellness Brands, after mail-in rebate. Maximum rebate is 5 cases or \$250. Rebate will be paid on the lowest priced cases. **The stated promotional allowances are for products purchased between 11/15/09 and 3/31/10.** No promotional allowances will be honored without proper documentation (i.e., distributor invoices). Computer reports will be accepted if they contain appropriate dates and clear separation of customer purchasing details. Customer information must be included in full. Completed rebate claim forms must be postmarked no later than 4/30/10. Note: This program does not extend to national account customers. Multi-unit operators require a rebate claim for each selling location. This rebate cannot be used in conjunction with any other Kellogg's® Food Away From Home promotion on these products or purchases made by non-profit bid. This rebate is available only to operators. This rebate cannot be reproduced.

**Mail this form with proof of purchase by 4/30/10 to:**

Kellogg's® Food Away From Home  
Resolve Program Rebate Offer  
P.O. Box 1007  
Brownsdale, MN 55918-1007

For more information, contact your Kellogg's® Food Away From Home Sales Representative, call 877-511-5777 or visit [www.kelloggsfoodawayfromhome.com](http://www.kelloggsfoodawayfromhome.com).

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