

LAND O'LAKES  
PERFORMANCE  
extras™

REWARDS PROGRAM

---

Earn **Cash Rebates** and **Rewards Points**  
for purchasing LAND O LAKES® products.



FOODSERVICE  
Simple goodness, made simple.



# STEP ONE: SIGN UP

## SIGN UP & ORDER LAND O LAKES® Products

Join the  
Performance Extras®  
Rewards Program  
by completing and  
submitting the included  
signup sheet.

Or save time and  
register online at

[www.lolextras.com](http://www.lolextras.com)

**LAND O LAKES PERFORMANCE extras**  
REWARDS PROGRAM

Enroll online at [lolextras.com](http://lolextras.com) to start earning rewards now!

To enroll by mail, fill out form completely. Please print clearly.  
Si quiere hablar con un representante del servicio al cliente o requiere información en Español llame al 1-800-361-4902.

Establishment Name \_\_\_\_\_ Title \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Street Address (No P.O. Boxes) \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
City \_\_\_\_\_  
Phone Number \_\_\_\_\_

**Email Address\***  
\*A valid email address is required to earn rewards points redeemable for online merchandise; not required to earn cash rebate.  
By providing an email address, operator gives permission for us to send product and program information via email.

Independent  Chain (# Units \_\_\_\_\_)  
If more than one unit, please list all unit locations on the back of this form. Include establishment name, address, city, state and zip.

Broker House \_\_\_\_\_ Have a Cook?  (No/Yes)  
Broker Email Address \_\_\_\_\_ State \_\_\_\_\_  
Primary Distributor \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Secondary Distributor \_\_\_\_\_  
City \_\_\_\_\_

My foodservice operation can best be described as one of the following:  
 Casual Dining  Fine Dining  Family Dining  
 Other \_\_\_\_\_

My menu can best be described as:  
 Mexican / Southwestern  Mixed American  
 Other \_\_\_\_\_

For more information, call 1-800-361-4902

To enroll: **Online:** [lolextras.com](http://lolextras.com)  
or **Mail:** Land O'Lakes Performance Extras® Rewards Program  
PO Box 2035  
Brownsville, MN 55918-2035

**FOODSERVICE**  
Simple. Good. Ready to go.

NEW MEMBER  
SIGN UP BONUS

**250 FREE  
POINTS**

and an additional  
\$1 rebate on every  
purchase\*

\*During your first 60 days  
of membership

# STEP TWO: SUBMIT

## SUBMIT INVOICES

Keep your distributor invoices  
as proof of purchase  
when you order qualifying  
LAND O LAKES® products,  
and submit the invoices  
with the rebate form by  
mail or **now online at**  
[lolextras.com!](http://lolextras.com)



PURCHASES  
JAN 1 - JUNE 30  
**Submit invoices  
by July 31**

PURCHASES  
JULY 1 - DEC 31  
**Submit invoices  
by Jan 31**



# STEP THREE: REDEEM

## REDEEM YOUR REWARDS

Performance Extras® Rewards Program members earn cash rebates as well as points redeemable for a wide variety of rewards.

## EARN CASH REBATES\*

All members of LAND O LAKES® Performance Extras earn cash rebates of:



First 60 days of Membership	Ongoing
\$2 per case (Tier 1)	\$1 per case (Tier 1)
\$3 per case (Tier 2)	\$2 per case (Tier 2)
\$6 per case (Tier 3)	\$5 per case (Tier 3)

## EARN REWARDS POINTS\*\*

In addition to cash rebates, members also earn rewards points for buying participating products. And the longer you're a member, the more points you earn. Learn more about available rewards and how to redeem points once you're enrolled.

Purchase Amount	Silver Member Program participation of less than 3 consecutive years	Gold Member After 3 consecutive years, members are upgraded to Gold status.
1 SKU	Earn 4 pts/case	Earn 6 pts/case
2+ SKUs	Earn 6 pts/case	Earn 8 pts/case



\*See back page for qualifying LAND O LAKES® products and tiers.

\*\*To earn rewards points, you must provide an email address as this portion of the Performance Extras® Rewards Program is administered online exclusively. If you do not have an email address, you will still earn cash rebates.



# QUALIFYING LAND O LAKES® PRODUCTS

Earn rebates and rewards points by the case with any combination of these delicious and versatile products.

## Tier 1 Products

\$1 per case plus points



### Butter Sauce Base

- 8/2 lb. (15783)

### Cream Sauce Base

- 8/2 lb. (15782)

### Alfredo Sauce

- 6/64 oz. (39453)

### Kozy Shack® Pudding, Tray

- Chocolate, 2/4 lb. (73010)
- Rice, 2/4 lb. (73055)
- Tapioca, 2/4 lb. (73000)

### Extra Melt® Shredded Process American Cheese

- Yellow, 4/5 lb. (42049)

### Fresh Buttery Taste® Spread

- 912/5 g. (19705)
- 460/10 g. (19711)
- 460/14 g. (19714)

### Cream Cheese

- 100/1 oz. (44850)

### Sour Cream

- Regular 100/1 oz. (64421)
- Fat Free 100/1 oz. (64407)

## Tier 2 Products

\$2 per case plus points



### Extra Melt® American Loaf

- Yellow, 6/5 lb. (48153)
- White, 6/5 lb. (48154)
- with Jalpeños, 6/5 lb. (48242)

### Golden Velvet® Cheese Spread

- Yellow, 6/5 lb. (48775)
- White, 6/5 lb. (48769)

### Extra Melt™ Cheese Sauce

- White, 6/5 lb. (39050)

### Golden Velvet™ Cheese Sauce

- Yellow, 6/5 lb. (48297)

### Queso Bravo® Cheese Dip

- Yellow, 6/5 lb. (48192)
- White, 6/5 lb. (48238)

### Clarified Butter Blend with Vegetable Oil

- 2/8 lb. (15938)

### Signature® Spread Garlic & Herb Blend

- 4/4 lb. (15948)

### Light Sour Cream

- 4/5 lb. (64422)

## Tier 3 Products

\$5 per case plus points



### Sharp Cheddar American Loaf

- Yellow, 2/5 lb. (48203)

### Italian Blend Cheese Loaf

- White, 2/5 lb. (48230)

Any questions about the Performance Extras® Rewards Program, call **1-800-361-4902** or visit [lolextras.com](http://lolextras.com) for more information

Si quiere hablar con un representante del servicio al cliente o requiere información en Español hable al **1-800-361-4902**

