



FIRST CASE FREE[†]

JULY 1, 2013 TO DECEMBER 31, 2013

Get your first case free[†] when you start buying exceptional meat and bakery products from Sara Lee Foodservice.
Limit 1 case per category. Offer valid on new products not previously purchased over the last 12 months.



Sausage – Rope, Bias-Cut, Diced, Bulk and Links

item # _____

\$ _____
 case cost (up to \$60.00)

Italian Sausage – Rope, Bulk and Links

item # _____

\$ _____
 case cost (up to \$50.00)



Breakfast Sandwiches

item # _____

\$ _____
 case cost (up to \$40.00)

Lunch Sandwiches

item # _____

\$ _____
 case cost (up to \$40.00)



Ham

item # _____

\$ _____
 case cost (up to \$110.00)

Pot Roast

item # _____

\$ _____
 case cost (up to \$110.00)



Pre-Sliced Pies

item # _____

\$ _____
 case cost (up to \$70.00)

Gourmet Desserts

item # _____

\$ _____
 case cost (up to \$110.00)



Cheesecakes

item # _____

\$ _____
 case cost (up to \$100.00)

Pound Cakes

item # _____

\$ _____
 case cost (up to \$60.00)

[†] Free case paid via rebate. See Terms and Conditions for details.

Total Rebate \$ _____
 (Maximum \$750.00)

Send to: Sara Lee Foodservice • First Case Free Fall 2013 • PO Box 2048 • Brownsdale, MN 55918
Make check payable to:

Establishment: _____
 Name: _____ Title: _____
 Address: (No PO Boxes) _____
 City: _____ State: _____ Zip: _____
 E-mail: _____ Phone: _____
 Check here if you would like to receive e-mail offers from Sara Lee
 Primary Distributor: _____
 City: _____ State: _____

TYPE OF OPERATION: (check one)

Commercial

- Traditional QSR/Fast Food
- Fast Casual/Quick Casual
- Midscale/Family Dining
- Casual Dining
- Fine Dining
- Bars & Taverns

Non-Commercial/Beyond Restaurants/Onsite Feeding

- Business & Industry
- Hospitals
- Traditional Nursing Homes
- Retirement Communities
- Colleges & Universities
- Lodging
- Casinos/Gaming

Average Number of Meals Served Per Day

- Under 100 meals
- 100-299
- 300-499
- 500-999
- 1,000-1,999
- 2,000-4,999
- 5,000 or more meals



Certain Bakery products qualify for Foodservice Rewards. Visit www.foodservicerewards.com for details.

TERMS AND CONDITIONS


Eligible Customers: Eligible Foodservice Operators that purchase qualifying products will receive a rebate of up to \$750.00. Offer limited to customers purchasing through a foodservice distributor. Broker organizations are ineligible for Sara Lee rebates. Rebates must be submitted individually by foodservice operators. No bulk submissions or third-party submissions will be accepted. Offer valid in the U.S. only. Offers do not apply to any distributor label product or any other private label products. **Qualifying Products:** Product Categories listed above. Valid on products listed on accompanying pages from the categories listed above. Applies only to products not previously purchased by establishment over the last 12 months. **Effective Dates:** Offer applies to qualified purchases made between July 1, 2013 and December 31, 2013. Request for rebate must be postmarked by January 31, 2014. Please allow 4-6 weeks for rebate to arrive. **Limits:** Maximum case rebate as defined above. Maximum total rebate is \$750.00. **Proof of Purchase:** Copies of distributor invoices showing cases purchased must be attached to the coupon. Invoices used for this offer cannot be used in conjunction with any other Sara Lee offer except the Menu Allowance Program, Operator Tiered Program and Foodservice Rewards. Distributor velocity reports will only be accepted if they include Sara Lee item numbers, specific invoice numbers, dates and purchase prices. Sara Lee Foodservice has final decision on the interpretation of the terms and conditions of this promotion. Information submitted shall be the property of Sara Lee.

For more information, please contact your Sara Lee Foodservice Sales Representative or call 1-800-682-SARA (7272).


FIRST-CASE-FREE QUALIFYING PRODUCTS

MEAT

Sausage – Endless Rope, Bias-Cut, Diced & Bulk

Item#	Description
 05741	Endless Rope Andouille Smoked Sausage, FZ
32753	Endless Black Oak™ Smoked Sausage, RF
09405	Endless Polska Kielbasa, RF
09400	Endless Smoked Sausage, RF
09407	Endless Beef Smoked Sausage, FZ
09402	Reduced Fat, Reduced Sodium Endless Turkey Smoked Sausage, RF
05742	Diced Andouille Smoked Sausage, FZ
05739	Diced Chorizo Sausage, FZ
33328	Bias-Cut Black Oak Smoked Sausage ¼", FZ
 23103	Rope Smoked Sausage, FZ
 31246	Raw Mild Italian Rope, FZ
05738	Rustic Recipe Sweet Italian Rope Raw, FZ
05735	Rustic Recipe Sweet Italian Bulk Raw, FZ

Sausage – Skinless Links

 32238	Polish Sausage 4:1, 6", RF
05151	Polish Sausage 5:1, 6.75", FZ
28496	Polish Sausage 5:1, 6", FZ
32102	CheddarWurst® with real Wisconsin Cheese 5:1, 6", FZ
32132	CheddarWurst with real Wisconsin Cheese 4:1, 6", FZ
32121	CheddarWurst with real Wisconsin Cheese 6:1, 6", FZ
32119	CheddarWurst with real Wisconsin Cheese 8:1, 5", RF
11394	Mesquite Jalapeño Smoked Sausage 5:1, 6", FZ
11395	Mesquite Smoked Sausage 5:1, 6", FZ
21546	Pepperjack Cheese Smoked Sausage 5:1, 6", FZ
05066	Smoked Sausage 5:1, 6", RF
23466	Jalapeño Smoked Sausage 6:1, 6", FZ
32218	Chorizo Sausage 5:1, 6", FZ
32219	Spicy Italian Sausage 5:1, 6", FZ

Sausage – Skinless Links (Cont'd)

32134	Beef Hot Link 5:1, 6", FZ
32135	Spicy Italian Style Smoked Sausage with Mozzarella Cheese 5:1, 6", FZ
32136	Spicy Fajita Flavored Smoked Sausage with Monterey Jack Cheese 5:1, 6", FZ
23299	Black Pepper Smoked Sausage 5:1, 6", FZ
32239	SpicyWurst® Sausage 5:1, 6", FZ
32122	Polish Sausage 6:1, 6", FZ
15258	Pepperjack Cheese Smoked Sausage 6:1, 6", FZ
32120	Bratwurst 6:1, 6", FZ
32212	Brown & Serve Bratwurst 5:1, 6", FZ
31250	Miller® High Life® Beer Brat 6:1, 6", FZ
32133	Miller High Life Beer Brat 5:1, 6", FZ
 16793	Breakfast Griller Link 6:1, 6", FZ
 23437	Smoked Sausage with Turkey 5:1, 6", FZ
23258	Smoked Sausage 8:1, 6", FZ, CN
23037	Smoked Sausage 4:1, 6", FZ
23021	Smoked Sausage 5:1, 6", FZ



Sausage – Split Cooked Links

 05256	Original Split Smoked Sausage 6:1, 4.125", FZ
11392	Andouille Split Smoked Sausage 6:1, 3.875", FZ

Sausage – Natural Casing Links

 09412	Hot Smoked Sausage 5:1, 5", FZ
09410	Smoked Sausage 5:1, 5.5", FZ
09413	Knockwurst 5:1, 4", FZ
09404	Polska Kielbasa 3:1, 7", RF
30849	Polish Sausage 4:1, 5.5", FZ
33430	Southwest Smoked Sausage 5:1, 5", FZ
05740	American-Style Bratwurst Raw 4:1, 5.5", FZ
31080	Cooked Bratwurst 4:1, 5", FZ
09414	Cooked Bratwurst White 6:1, 5", FZ
09419	Smoked Bratwurst 6:1, 5", FZ
09411	Country Style Metts 3:1, 7", FZ
09416	Polish Sausage 5:1, 5", FZ
09417	CheddarWurst 5:1, 5", FZ
 32814	Brown & Serve Hot Italian Sausage 4:1, 5.5", FZ
31104	Brown & Serve Italian Sausage 4:1, 5.5", FZ
31245	Raw Mild Italian Sausage 4-5:1, 5.5", FZ
09434	Raw Hot Italian Sausage 4-5:1, 5.5", FZ
05736	Rustic Recipe Sweet Italian Sausage 4:1, 6", FZ

Beef – Pot Roast


 04305	Choice, Chuck, w/Au Jus and Onions, FZ
04319	Chuck, w/Au Jus, Onions & Carrots, FZ
 17701	Choice, Yankee Pot Roast with Whole Carrots & Onions, FZ




05740 American-Style Bratwurst

FIRST-CASE-FREE QUALIFYING PRODUCTS

Ham – Natural Juice

Item#	Description
 31483	Hearthstone™ Ham, RF
32035	Banjo Ham, bone-in shape without the bone, RF

Ham – Water Added

 17535	Lower Sodium Boneless Honey Ham, RF
32822	Black Oak™ Pit Ham, Slow Baked and Hardwood Smoked, RF
33064	Black Oak Honey & Brown Sugar Pit Ham, Slow Baked and Hardwood Smoked, RF
33436	Imperial Club® Ham, RF
32830	Original Farmhouse™ Carving Ham, RF

Handheld Sandwiches – Butcher Wrap Sandwiches – Breakfast

 11856	Sausage & Egg Pancake with Maple Syrup, FZ
11859	Sausage, Egg & Cheese Croissant, FZ
51362	Bacon, Egg & Cheese Biscuit, FZ
51366	French Toast & Sausage Sandwich, FZ
51368	Ham, Egg & Cheese Muffin, FZ
51372	Sausage, Egg & Cheese Bagel, FZ
51374	Sausage, Egg & Cheese Biscuit, FZ
51378	Sausage & Biscuit, FZ
51331	Ham, Egg & Cheese Croissant, FZ
51332	Canadian Bacon, Egg & Cheese Muffin, FZ
51333	Sausage, Egg & Cheese Muffin, FZ
51438	Southern Style Chicken Biscuit, FZ
 51334	Canadian Bacon, Egg White & Cheese Muffin made with Whole Grains, FZ
51335	Turkey Sausage, Egg White & Cheese Muffin made with Whole Grains, FZ
51336	Turkey Sausage, Egg White & Cheese on a Whole Grain Bagel, FZ

Handheld Sandwiches – Breakfast Sandwiches – Twins

 10325	Biscuit & Sausage Twin, FZ
21975	Biscuit & Sausage Twin, FZ
 10324	Biscuit & Sausage Twin, FZ
12009	Biscuit & Sausage Cheese Twin, FZ
12076	Biscuit & Sausage Twin, FZ
12082	Biscuit & Blazin' Hot Sausage Twin, FZ



Handheld Sandwiches – Breakfast Sandwiches – First Break®

 51480	Sausage Biscuit, FZ
51482	Egg & Cheese Bagel, FZ
51492	Egg & Cheese Muffin, FZ
51493	Sausage & Cheese Muffin, FZ

Handheld Sandwiches – Breakfast Sandwiches – Single

 03941	Bagel Sausage & Cheese, FZ
11611	Biscuit & Sausage Jumbo, FZ
11802	Sausage, Egg & Cheese Croissant, FZ
11851	Pancake & Sausage, FZ
13655	French Toast & Sausage, FZ
51369	Muffin & Sausage Egg with Cheese, FZ
51377	Biscuit & Sausage Egg Jumbo with Cheese, FZ

Handheld Sandwiches – Snacking Sandwiches


 10081	Twin Chili Cheese Dog, FZ
10082	Single Serve Hot Dog, FZ
 32550	Bagel CheddarWurst® Individually Wrapped, FZ

Handheld Sandwiches – Butcher Wrap Sandwiches – Lunch

 51430	Meat Hot Dog on Bun, FZ
51432	Beef Hot Dog on Bun, FZ
51433	Hamburger, FZ
51434	Cheeseburger, FZ
51435	Bacon Cheeseburger, FZ
51436	Southern Style Chicken Sandwich, FZ
51439	BBQ Pork Sandwich, FZ
51440	Beef Pot Roast Sandwich, FZ
51441	Double Cheeseburger, FZ
51442	Bacon Double Cheeseburger, FZ
51443	Double Spicy Chicken Sandwich, FZ
51444	Spicy Chicken Sandwich, FZ
51445	BBQ Grilled Chicken Sandwich, FZ

BAKERY

Gourmet Cakes

 8947	World's Greatest Chocolate (Pre-cut 14 slices)
8948	World's Greatest Carrot (Pre-cut 14 slices)
8123	Tiramisu (Pre-cut 14 slices)
8756	Flourless Chocolate Indulgence (Pre-cut 14 slices)
8935	World's Greatest Chocolate
8022	World's Greatest Carrot
8746	Chocolate Truffle Mousse
8565	Chocolate Raspberry Duet (Pre-cut 14 slices)
8566	Lemon Mousse Melody (Pre-cut 14 slices)
8568	Harvest Caramel Apple (Pre-cut 14 slices)
8567	Roasted Pistachio Mascarpone (Pre-cut 14 slices)
8560	Chocolate Peannut Butter Thunder® made with Reese's® Peanut Butter Cups

Gourmet Brownies & Dessert Bars

 8961	Double Chocolate Decadence Brownie – Made with GHIRARDELLI® Chocolate 
8962	Dark Chocolate Cherry Brownie – Made with GHIRARDELLI® Chocolate 
8963	Salted Caramel Brownie with Pretzel Crust
8964	Salted Caramel Brownie with Pretzel Crust (Pre-cut 12 slices)
8570	Lemon Lover's® Bar
8571	Seven Layers of Heaven® Bar
8572	Blondie Bar
8574	Ultimate Brownie Bar
8575	Strawberry Swirl Cheesecake Bar
8593	Favorites Collection Variety Pack


Individual Desserts

 8952	Hot Fudge Chocolate Cake, 5 oz.
8166	Key Lime Cream Pie
8167	Chocolate Peanut Butter Cream Pie
8163	Hot Fudge Chocolate Cake, 2.8 oz.
38905	Red Velvet Layer Cake

FIRST-CASE-FREE QUALIFYING PRODUCTS

Item#	Description
8164	Classic NY Style Creamy Cheesecake
38906	Tiramisu
8162	Carrot Filled Cake
38902	Turtle Cream Pie
8161	Pineapple Upside Down Cake
38904	Lemon Cream Layer Cake
38901	Strawberry Cheesecake Cream Pie
38903	No Sugar Added Chocolate Cream Pie

Upscale Pies

	8143	Malted Chocolate Caramel (Pre-cut 14 slices)
	8129	Chocolate Peanut Butter Shudder® topped with Reese's® Peanut Butter Cups (Pre-cut 14 slices)
	8752	Plantation Pecan
	8753	Islander's Key Lime (Pre-cut 14 slices)

New York Style Flavored Cheesecakes


	8083	New York Style Variety Pack
	8793	Cheesecake Variety Pack
	8742	Chocolate Raspberry Rumble (14 slices)
	8745	Caramel Pecan (14 slices)
	8118	Mango Raspberry (14 slices)

Item#	Description
8701	Swiss Chocolate (16 slices)
8749	Mocha Swirl (16 slices)
8751	White Chocolate Tuxedo (14 slices)


New York Style Cheesecakes

	8078	Restaurant Reserve® New York Style Plain (16 slices)
	8065	Restaurant Reserve New York Style Creamy (16 slices)
	8117	Restaurant Reserve Classic Tall (14 slices)
	7117	Wholesome Indulgence® No Sugar Added New York Style
	8077	Restaurant Reserve New York Style Hi-Rise (16 slices)
	8080	Restaurant Reserve Plain High-Profile (14 slices)
	8060	Restaurant Reserve California Style (16 slices)

French Cream Cheesecakes


	8076	French Cream – Round (8 units)
	8018	French Cream – Tray (4 units)
	7157	French Cream – Round (6 units)
	8075	French Cream – Round (4 units)

Individually Wrapped Pie Slices

	7140	Apple (48 slices)
	5097	Apple (24 slices)
	7144	Southern Pecan (48 slices)
	5117	Southern Pecan (24 slices)
	5421	Sweet Potato (48 slices)
	8981	Lemon Meringue (24 slices)

Item#	Description	
Pound Cakes		
	8296	Reduced Fat Large Pound Cake
	8298	Large Pound Cake

Luxe Layers™ Pre-Sliced Pies

	9378	Apple with Salted Caramel (8 slices)
	9379	Blueberry with Lemon Meringue (10 slices)
	9382	Cherry with Chocolate Ganache (8 slices)
	9383	Chocolate Mousse with Caramel (10 slices)

Pre-Sliced Pies

	0879	Apple Lattice (8 slices)
	0889	Blueberry Lattice (8 slices)
	0888	Cherry Lattice (8 slices)
	9366	Dutch Apple Hi Pie® (8 slices)
	7165	Pecan (8 slices)
	7166	Pumpkin (8 slices)
	0880	Sweet Potato (8 slices)
	7174	Peach Lattice (8 slices)
	9371	Fruits of the Forest Streusel Hi Pie (8 slices)
	9372	No Sugar Added Pumpkin (8 slices)
	7163	Traditional Lemon Meringue (8 slices)
	7192	Traditional Chocolate Cream (8 slices)
	7190	Coconut Crème de la Cream (8 slices)
	7191	Banana Crème de la Cream (8 slices)
	7162	French Silk (8 slices)
	9373	Apple Lattice (10 slices)
	9374	Cherry Lattice (10 slices)
	9376	Pumpkin (10 slices)
	9375	Pecan (10 slices)
	9377	Sweet Potato (10 slices)



9382 Luxe Layers™ Cherry with Chocolate Ganache Pie

 New Product

 Tastes To Feel Good About