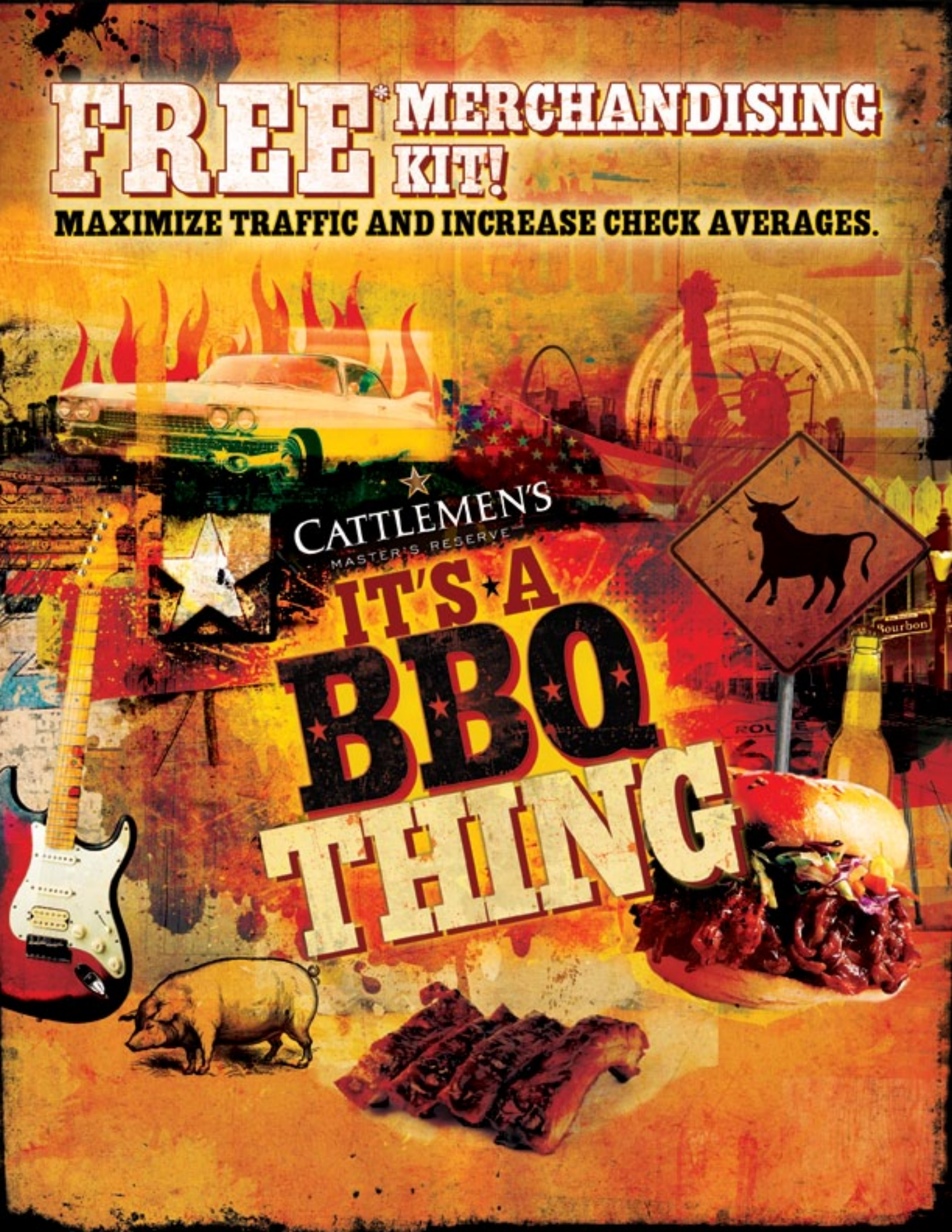


FREE* MERCHANDISING KIT!

MAXIMIZE TRAFFIC AND INCREASE CHECK AVERAGES.



CATTLEMEN'S
MASTER'S RESERVE

IT'S A
BBO
THING



Bourbon

ROU

BUILD YOUR BARBECUE BUSINESS

INCREASE CHECK AVERAGES BY ADDING REGIONAL BBQ TO YOUR MENU

- ★ BBQ is the #1 flavor on sandwiches, pork and hamburgers¹
- ★ #2 flavor for dipping and wings²
- ★ #3 flavor for entrées²
- ★ 38% of patrons want more BBQ on menus¹ – satisfy them with on-trend sauces ranging from traditional to signature

GET A FREE "IT'S A BBQ THING" MERCHANDISING KIT VALUED AT \$150



BBQ BASKETS, SANDWICH PAPER & WET NAPNS

Perfect for serving BBQ, from wings to burgers to ribs.

POSTERS & TABLE TENTS

Advertise your specials, LTOs and promotions.

*See rules and requirements on reverse side.
¹Consumer Flavor Trends Report, Dec. 2009 Technomic
²Consumer Sandwich Trend Report, 2009 Technomic

SS FASTER WITH CATTLEMEN'S®



T-SHIRTS

Jazz up your wait staff or use as a cool giveaway for your loyal patrons.



SQUEEZE BOTTLES

A great way to bring BBQ to the table top. Lets your patrons customize their favorites with a variety of BBQ sauces.



BBQ BUSINESS BUILDER

Easy ideas to add BBQ excitement to every part of your menu, and create signature sauces that make every gallon go farther.

NEARLY 40 YEARS OF BBQ EXPERTISE HAVE MADE US #1

Cattlemen's® Master's Reserve™ always starts with **thick rich tomato paste** – and contains **no starches or fillers** – giving you **great-tasting BBQ every time!** That's why it's the choice of the Grand Champions of the Memphis in May BBQ Competition year after year. And the #1 BBQ brand in Foodservice.

Cattlemen's® St. Louis Original™ The Gateway City's BBQ grooves to its own beat – rich tangy tomato, subtly spiced and smooth, for those classic ribs.



Cattlemen's® Texas Smoky™ In Texas, BBQ means beef with a side of beans and Texas toast. Make it authentic with our zesty tomato and hickory smoke finished with bold, balanced spices.



Cattlemen's® Kansas City Classic™ An ideal balance of rich, zesty tomato, sweetness and spice make this a classic favorite for chicken, pork and beef.



Cattlemen's® Memphis Sweet™ Rich, tangy sweetness with a bold blend of spices that seeps right in to Memphis's famed ribs.



Cattlemen's® Mississippi Honey BBQ™ Sweet and tangy with the delicious flavor of grade A honey. Perfect as a dip or dressing, or to sweeten anything from pork to veggies.



Cattlemen's® Kentucky Sweet & Bold™ Bluegrass, horse racing and our bold blend of rich, sweet molasses, tangy tomato, smoke and spice-kissed BBQ put you right in the heart of Kentucky.



Cattlemen's® Carolina Tangy Gold™ Capture the Carolinas with slow-smoked pulled pork in a unique sweet and tangy mustard sauce with the smoky boldness of BBQ.



Cattlemen's® Louisiana Hot & Spicy™ A full-bodied blend of heat, sweetness and spice capture the sultry heat of the bayou, the signature flavor of the Cajun South.



REDEMPTION FORM

GET YOUR FREE "IT'S A BBQ THING" MERCHANDISING KIT!

EACH KIT CONTAINS

- 10 Baskets
- 50 Sandwich Liners
- 40 Wet Naps
- 10 T-shirts
- 8 Squeeze Bottles
- 15 Table Tents
- 2 Posters
- 1 Recipe Ideas Sheet
- 1 BBQ Business Builder

RESTAURANT INFORMATION

MENU TYPE (check all that apply)

- Wings
- BBQ
- Breakfast/Donuts
- American, Mixed
- Noncommercial Menu
- Steak
- Pizza
- Asian
- Sandwiches/Deli
- Mexican
- Italian
- Seafood
- Other

TYPE OF OPERATION

- Full-Service Midscale/Family
- Travel & Leisure
- Quick-Service
- Cafeteria & Buffet
- Hospital & Nursing Home
- College & University
- Business & Industry
- Full-Service Casual/Theme
- Retail Host
- K-12 School
- Bar & Tavern
- Caterer
- Hotel/Motel

OWNERSHIP

- Chain
- Contract Management
- Independent

KIT QTY.
(UP TO 4
PER LOCATION)

INSTRUCTIONS

*Order any combination of 4/1 gal, 2/1 gal, or 5 gallons (a minimum of 24 gallons) of any CATTLEMEN'S® Barbecue Sauce and request an "It's a BBQ Thing" merchandising kit valued at \$150. There is a maximum of four free merchandising kit redemptions per operator location. Just fill out the order form to the right and mail it with a copy of your distributor invoice to:

IT'S A BBQ THING PROGRAM
C/O VILLAGE PRESS INC
P.O. BOX 552
TRAVERSE CITY, MI 49685-0552

1. Offer good on purchases made December 1, 2010, through June 30, 2011. This offer must be completed with all information and submitted by operator claiming kit. It must be postmarked within 30 days after promotion period (postmarked by July 31, 2011). Please circle item(s) on your invoice(s). This certificate may not be purchased, traded or sold. Any other use constitutes fraud.
2. No handwritten invoices. Copies of original invoices are acceptable. All invoices must be clearly dated during the promotion period with operator name and address plainly visible.
3. Product must be purchased from a foodservice distributor. Purchases from Warehouse Clubs are ineligible. Product purchased on nonprofit bids are ineligible. Cash & Carries and other distributors do not qualify as foodservice operators.

SEND KIT TO

Establishment/Name of Business: _____

Your Name: _____

Title: _____

Street Address (No. P.O. Box): _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Business Phone: () _____ Fax: () _____

E-mail: _____

Primary Distributor: _____

Average # of meals served per day: _____

Signature: _____

Date: _____

4. Each Merchandising Kit redemption requires a minimum purchase of 24 gallons of CATTLEMEN'S® Barbecue Sauce. Foodservice operators only. Chains or franchise groups must participate on an individual store basis. Chains participating in a FRENCH'S Foodservice National Account program ON THESE PRODUCTS ARE NOT ELIGIBLE for this offer.
5. Allow 4-6 weeks for processing request.
6. Not redeemable in conjunction with other offers on the same product. Void if restricted, taxed or forbidden by law.
7. Offer good only in the U.S.A.
8. Rebate offer certificate (cash redemption value 1/100th of 1 cent). Offer on qualifying purchases from December 1, 2010, to June 30, 2011.



For samples, rebates, promotions and information about
Cattlemen's call 1-800-442-4733 or
visit www.cattlemensfoodservice.com