

FRANK'S  
SINCE 1920

# RedHot

CAYENNE PEPPER SAUCE

## Wings

# Make Your Wings Sales Soar!



2 great ways to build your wings business.

**French's**  
**FOODSERVICE**  
YOU ARE WHAT YOU SERVE™

# Rebate on your next order!

**SAVE UP TO \$75\***

on Frank's® RedHot®  
Wings Sauces

## SWEET CHILI WINGS

**Makes:** 6 to 8 servings

**2 1/2 lbs.** Chicken wing pieces

**3/4 cup** FRANK'S® RedHot® Sweet Chili Sauce

1. **BAKE** wings in foil-lined pan at 500°F on lowest oven rack for 20 to 25 min. until crispy, turning once.
2. **TOSS** wings in sauce to coat.

**Alternate Cooking Directions:** Deep-fry at 375°F for 10 min. Broil 6-inches from heat 15 to 20 min., turning once. Grill over medium heat 20 to 25 min., turning often.



**Your guests deserve the best.  
Serve them the #1 hot sauce brand.<sup>1</sup>**

- **90 years** of making hot sauce history. And we're just getting warmed up.
- **Secret ingredient** in the original Buffalo wings made in Buffalo, NY, in 1964.
- **Perfect consistency** right out of the jug, saving you time and labor. Simply toss with wings and serve.
- **Quality you can taste**, starting with cayenne peppers carefully cultivated, hand-picked and aged.
- **Unique support** to help you drive more traffic. Ask about customized marketing materials, culinary consultations, Foodservice Rewards® and more.

\*See reverse side for details.

<sup>1</sup>AC Nielsen, 52 weeks ending 10/10/09

# Receive up to \$75<sup>1</sup> back

on your next purchase of Frank's® RedHot® Original Buffalo, Xtra Hot Buffalo, Sweet Heat BBQ, Tangy Golden Buffalo Wings or Sweet Chili Sauces, up to three cases.

FLAVOR	MANUFACTURER CODE	SIZE	QTY	X	COUPON	=	TOTAL
Frank's® RedHot® Sweet Heat BBQ Hot Sauce	41500-82318	(4/1 gal.)	_____		\$25		\$_____
Frank's® RedHot® Xtra Hot Buffalo Wings Sauce	41500-82317	(4/1 gal.)	_____		\$25		\$_____
Frank's® RedHot® Original Buffalo Wings Sauce	41500-74161	(4/1 gal.)	_____		\$10		\$_____
Frank's® RedHot® Tangy Golden Buffalo Wings Sauce	41500-76752	(4/1 gal.)	_____		\$25		\$_____
Frank's® RedHot® Sweet Chili Sauce	41500-83119	(4/.5 gal.)	_____		\$15		\$_____

## Make Coupon Check Payable To:

Establishment/Name of Business \_\_\_\_\_

Your Name \_\_\_\_\_

Title \_\_\_\_\_

Street Address (No PO Box) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mailing Address (if different) \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

May we send you product and coupon information via email? Yes \_\_\_\_\_ No \_\_\_\_\_

E-Mail \_\_\_\_\_

Primary Distributor \_\_\_\_\_ Average # of Meals Served Per Day \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Menu Type (check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Wings            | <input type="checkbox"/> Asian          |
| <input type="checkbox"/> Steak            | <input type="checkbox"/> Seafood        |
| <input type="checkbox"/> Mexican          | <input type="checkbox"/> American/Mixed |
| <input type="checkbox"/> BBQ              | <input type="checkbox"/> Pizza          |
| <input type="checkbox"/> Sandwiches/Deli  | <input type="checkbox"/> Non-Commercial |
| <input type="checkbox"/> Italian          | <input type="checkbox"/> Other          |
| <input type="checkbox"/> Breakfast/Donuts |   |

## Type Of Operation

- |  |  |
|--|--|
| <input type="checkbox"/> Full Service        | <input type="checkbox"/> Business/Industry     |
| <input type="checkbox"/> Midscale Restaurant | <input type="checkbox"/> Catering              |
| <input type="checkbox"/> Travel/Leisure      | <input type="checkbox"/> Hotel/Motel           |
| <input type="checkbox"/> Quick Service       | <input type="checkbox"/> Noncommercial         |
| <input type="checkbox"/> Cafeteria/Buffer    | <input type="checkbox"/> K-12 School           |
| <input type="checkbox"/> Casual/Theme        | <input type="checkbox"/> College/University    |
| <input type="checkbox"/> Retail Hosting      | <input type="checkbox"/> Hospital/Nursing Home |
| <input type="checkbox"/> Bar/Tavern          |  |

## Ownership

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Independent | <input type="checkbox"/> Contract Management |
| <input type="checkbox"/> Chain       |  |

## Mail Coupon Form & Copies of Invoices To:

Frank's® RedHot® Wings Rebate • c/o Village Press Inc • PO Box 552 • Traverse City, MI 49685-0552

- This original coupon form must be completed with all information and submitted by the operator claiming payment. The coupon must be postmarked within 30 days after the promotional period (Postmarked by January 31, 2012).
- This coupon may not be Reproduced, Purchased, Traded or Sold. Any other use constitutes fraud.
- No handwritten invoices will be accepted. Copies of original invoices will be accepted. All invoices must be clearly dated during the promotional period with the Operator name and address clearly visible. Distributor Tracking Reports are not accepted and will be rejected.
- Product claimed on this promotion must be purchased from a Foodservice distributor. Purchases made from Warehouse Clubs or Cash & Carries are ineligible. Warehouse Clubs and Cash & Carry locations do not qualify as Foodservice Operators.
- ONLY ONE redemption form per Foodservice location (based on name and address) maybe submitted between January 1, 2011 and December 31, 2011. Chains and Franchise groups and Buying Group organizations must participate on an individual basis. OPERATORS PARTICIPATING IN A CONTRACT PROGRAM ON THESE PRODUCTS ARE NOT ELIGIBLE FOR THIS COUPON.
- Maximum value of this coupon is \$75.00.
- Not redeemable in conjunction with any other coupons or offers on the same product. Void if restricted, taxed or forbidden by law.
- Offer good only in the United States of America.
- Please allow 6-8 weeks for processing request and delivery. Coupon offer certificate (cash redemption value 1/100th of 1 cent).

<sup>1</sup>On your next purchase of Frank's® RedHot® Sweet Heat BBQ, Xtra Hot Buffalo, Original Buffalo or Tangy Golden Buffalo Wings Sauce purchases up to three cases. ©2010 Reckitt Benckiser, Inc. Registered trademarks are property of Reckitt Benckiser, Inc. Unauthorized use is strictly prohibited.

For a free sample, recipes or promotional information, visit [www.frenchsfoodservice.com](http://www.frenchsfoodservice.com) or call 1-800-442-4733  
This coupon is valid on purchases made between January 1, 2011 and December 31, 2011

# 2 FREE\* Wing Movers Kits!

Each kit is a  
**\$250**  
value!

Includes 8 bone buckets  
and 100 bucket liners!



# Redeem for FREE Wing Movers Kits

Complete this form to order your FREE Wing Movers promotion kit(s)  
Quantities limited. Order today!

Order any seven 4/1, 2/1 or 4/.5 gallon products of **Frank's® RedHot® Sauce** and receive one FREE kit of your choice (a \$250 value). Maximum redemption of two free merchandising kits (any combination) per operator location per year.

**GAME FACE**

**BATTLE TO  
THE BONE**

## Select Your Kit

Redeeming more than one? Choose any combination and write in how many of each kit you want.

Wing Movers Kit	Qty.
Game Face	
Battle To The Bone	
Total (not to exceed 2 kits per year)	

**Redemption Form** Complete both sides of this form and return with an invoice showing the purchase of seven cases in order to receive your free Wing Movers promotion kit(s).

**Qualifying Products** Any 4/1, 2/1, or 4/.5 gallon **FRANK'S® REDHOT®** variety purchased from January 1, 2011 to November 30, 2011.

This certificate may not be purchased, traded or sold. Not redeemable in conjunction with other offer or offers on the same product. Invoice used for this promotion cannot be used for rebates or any other promotion.

Establishment/Name of Business	Your Name
Title	Street Address (No PO Box)
City	State      Zip
Mailing Address (if different)	
Business Phone	E-Mail
Primary Distributor	Average # of Meals Served Per Day
Signature	Date

### Type Of Operation

- |  |  |
|--|--|
| <input type="checkbox"/> Full Service        | <input type="checkbox"/> Catering              |
| <input type="checkbox"/> Midscale Restaurant | <input type="checkbox"/> Hotel/Motel           |
| <input type="checkbox"/> Travel/Leisure      | <input type="checkbox"/> Noncommercial         |
| <input type="checkbox"/> Quick Service       | <input type="checkbox"/> K-12 School           |
| <input type="checkbox"/> Cafeteria/Buffet    | <input type="checkbox"/> College/University    |
| <input type="checkbox"/> Casual/Theme        | <input type="checkbox"/> Hospital/Nursing Home |
| <input type="checkbox"/> Retail Hosting      |  |
| <input type="checkbox"/> Bar/Tavern          |  |
| <input type="checkbox"/> Business/Industry   |  |

**1.** This promotional offer must be completed with all information and submitted by the operation requesting kit(s). Circle qualifying purchases on distributor invoice(s) accompanying request. This certificate may not be purchased, traded, sold. Any other use constitutes fraud. **2.** No handwritten invoices (copies of original invoices are acceptable). Distributor Tracking Reports are not acceptable and will be rejected. **3.** Product must be purchased from a foodservice distributor. Purchases from Warehouse Clubs are ineligible. Product purchased on nonprofit bids is ineligible. Cash & Carries and other distributors do not qualify as foodservice operators. **4.** Each Merchandising Kit redemption form requires a minimum purchase of seven cases of FRANK'S® REDHOT® 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 offer or offers on the same product. Void if restricted, taxed, or forbidden by law. Invoices used for this promotion cannot be used for rebates or any other promotion. **7.** Offer good only in the U.S.A. Cash redemption value 1/100th of 1 cent. **8.** Offer on qualifying purchases from January 1, 2011 to November 30, 2011. **9.** Request must be postmarked by December 31, 2011.

**Attach distributor invoices and mail to:**

**FRANK'S® REDHOT® Wing Movers 2011, c/o Village Press, P.O. Box 552, Traverse City, MI 49685-0552**

# Pour on the flavor and

## Just the kick your patrons want.

- Appeal to patrons' hot-and-spicy cravings
- Create a sensation by serving wings as entrées or sides
- Add excitement by using our sauces for dipping
- Give a rich kick to pizza, sandwiches, fajitas, stir-fry and other favorites

## Wings are hotter than ever!

- Sales at wings establishments grew faster than others in the limited-service segment<sup>2</sup>
- Incidence of wings on menus grew by 7%<sup>3</sup>



### Tangy Golden Buffalo

Unique tangy buffalo sauce combines sweet, smoke and heat to create exceptional flavor.

### Xtra Hot Buffalo

Same great buffalo flavor, with an extra kick of heat.

### Original Buffalo

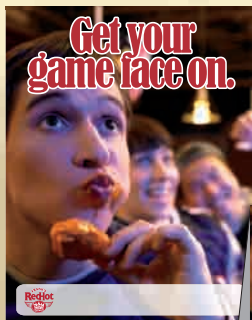
The original buttery buffalo since 1964

I put that on everything



## GAME FACE

Hit their hunger hard on game days with a reminder that wings make any game better.



Posters (2)  
24" x 36"



T-Shirts (10)

Front

Back

Table Tents (20)  
5" x 7"

## Grow your business using our turnkey

Get your guests hungering for wings with turnkey kits — including popular bone buff and dipping sauces to enhance the wing-eating experience.

### Choose any kit

when you purchase any seven 1/2 or 4/5 gallon products. You may also purchase each a \$250

<sup>2</sup>2010 Technomic Top 500 Chain Restaurant Report

<sup>3</sup>Source: Menu Monitor July-Dec 2009

<sup>4</sup>Mindless Eating: Why We Eat More Than We Think; Brian Wasnick, Ph. D., Marketing Professor, Cornell University Food Lab

<sup>5</sup>Technomic Menu Monitor, July-Dec 2007, July-Dec 2008

<sup>6</sup>French's® Foodservice Operator Research

# increase your profits.



### Sweet Heat Buffalo

Perfect blend of sweet and tangy BBQ taste.

### Sweet Chili

Real Thai chilies and a touch of garlic for authentic Asian flavor.

Be on-trend. Entice new fans with the top 3 wings flavors.

Buffalo	41%
Spicy	19%
BBQ	25%

% of total wing sales by flavor<sup>3</sup>

## Take Profits

28%

more wing sales to bar customers when waiters keep bones from piling up on the table<sup>4</sup>

41.5%

average increase in check size when alcohol and wings are ordered<sup>5</sup>

at  
thing

## Save up to 15%<sup>6</sup> on promotion kits!

With our attention-getting buckets — it's never been easier to experience and boost sales.

### Get yours for FREE...

Frank's® RedHot® 4/1, 2/1 buckets may redeem up to two kits — no cash value!



### Battle to the Bone

Prepare for profits with our ever-popular FRANK'S® REDHOT® wing-eating competition, now in its 7th year. Event rules and instruction guide included.



Posters (2)  
24" x 36"



T-Shirts (10)  
Front  
Back  
Table Tents (20)  
5" x 7"

PRODUCT DESCRIPTION	USAGE	UPC	PRODUCTS	PACK/SIZE
 <p><b>Frank's® RedHot® Original Cayenne Pepper Sauce</b> A surge of flavor combined with that perfect amount of heat. Let your customers know you serve the best! Available in 23 oz., 12 oz. and 5 oz. tabletop.</p>	<p>Enhance any meal with the perfect balance of flavor and heat.</p> <p>Goes great with:</p> <ul style="list-style-type: none"> <li>- wings</li> <li>- pizza</li> <li>- chicken entrées</li> <li>- eggs</li> <li>- burgers</li> <li>- chili</li> <li>- vegetables</li> </ul>	05560	Frank's® RedHot® Original Cayenne Pepper Sauce (plastic)	4/1 gallon
		80551	Frank's® RedHot® Original Cayenne Pepper Sauce (tabletop bottle)	24/ 5 oz.
		80552	Frank's® RedHot® Original Cayenne Pepper Sauce (tabletop bottle)	12/12 oz.
		80553	Frank's® RedHot® Original Cayenne Pepper Sauce (chef size bottle)	12/23 oz.
		00097	Frank's® RedHot® Original Cayenne Pepper Sauce Mini (bottle)	150/.75 oz.
 <p><b>Frank's® RedHot® XTRA Hot™ Sauce</b> Same great taste as our Original with four times the heat. Also available in 5 oz. tabletop.</p>	<p>When Original isn't spicy enough, turn up the heat without sacrificing flavor.</p>	75196	Frank's® RedHot® XTRA Hot™ Sauce (plastic)	4/1 gallon
		76739	Frank's® RedHot® XTRA Hot™ Sauce (tabletop bottle)	24/ 5 oz.
 <p><b>Frank's® RedHot® Original Buffalo Wings Sauce</b> The flavor that started the Buffalo craze with the perfect blend of rich, buttery flavor and the signature surge of Original.</p>	<p>Ready to use. Simply toss and serve for authentic Buffalo wings, saving you time and money.</p>	82163	Frank's® RedHot® Original Buffalo Wings Sauce (flavor pump station pouch)	2/1.5 gallon
		74161	Frank's® RedHot® Original Buffalo Wings Sauce (plastic)	4/1 gallon
		83190	Frank's® RedHot® Original Buffalo Wings Sauce	4/105 oz.
 <p><b>Frank's® RedHot® Sweet Heat BBQ Hot Sauce</b> A sweet and tangy wings sauce.</p>	<p>Ready to use. Great for wings, can also be used as a BBQ glaze for chicken, chops &amp; shrimp.</p>	82662	Frank's® RedHot® Sweet Heat BBQ Hot Sauce (flavor pump station pouch)	2/1.5 gallon
		82318	Frank's® RedHot® Sweet Heat BBQ Hot Sauce (plastic)	4/1 gallon
 <p><b>Frank's® RedHot® Xtra Hot Buffalo Wings Sauce</b> For wing lovers who like it extra hot.</p>	<p>Ready to use. Simply toss and serve for authentic buffalo wings with an extra kick.</p>	82317	Frank's® RedHot® Xtra Hot Buffalo Wings Sauce (plastic)	4/1 gallon
 <p><b>Frank's® RedHot® Tangy Golden Buffalo Wings Sauce</b> A unique tangy buffalo sauce that combines sweet, smoke and heat creating an exceptional flavor.</p>	<p>Ideal for wings, ribs, pork and more.</p>	76752	Frank's® RedHot® Tangy Golden Buffalo Wings Sauce (plastic)	4/1 gallon
 <p><b>Frank's® RedHot® Buffalo Sandwich Sauce</b> A thicker version of the irresistible Buffalo Wings Sauce with more cling.</p>	<p>Perfect for sandwiches, burgers, salads or as a dipping sauce.</p>	74882	Frank's® RedHot® Buffalo Sandwich Sauce (plastic)	2/1 gallon
 <p><b>Frank's® RedHot® Chile 'n Lime™ Sauce</b> The perfect balance of heat and flavor plus a tangy twist of lime, chile and spices. Also available in 12 oz. tabletop.</p>	<p>Add a trendy flair to any meal.</p>	77131	Frank's® RedHot® Chile 'n Lime™ Sauce (plastic)	2/1 gallon
		77580	Frank's® RedHot® Chile 'n Lime™ Sauce (tabletop bottle)	12/12 oz.
 <p><b>Frank's® RedHot® Sweet Chili Sauce</b> Real Thai chilies and a touch of garlic for authentic Asian flavor.</p>	<p>Perfect to use for dipping sauce, glaze, stir-fry or salad dressing</p>	83119	Frank's® RedHot® Sweet Chili Sauce (plastic)	4/.5 gallon
 <p><b>Frank's® RedHot® Reduced Sodium Cayenne Pepper Sauce</b> New Frank's® RedHot® Reduced Sodium Cayenne Pepper Sauce gives you the perfect balance of heat and flavor you expect from Frank's®, now with 30% less sodium. * Available March 2011</p>	<p>Enhance any meal with the perfect balance of flavor and heat, now with 30% less sodium.</p>	83909	Frank's® RedHot® Reduced Sodium Cayenne Pepper Sauce (plastic)	4/.5 gallon

## French's® Foodservice. You are what you serve.™

To be everything your patrons expect and more, choose quality French's® Foodservice products. Our Frank's® RedHot® sauces, French's® products, and Cattlemen's® barbecue sauces keeps patrons coming back for more. And that generates more revenue for you.



**For more information on any French's® Foodservice product, call 1-800-442-4733 or visit [www.frenchsfoodservice.com](http://www.frenchsfoodservice.com)**