



NEW USER REBATE

Earn up to **\$150** back
on any of our **FRENCH'S®** Mustards, French Fried
Onions, Worcestershire Sauce or Potato Sticks!

Whether it's Yellow, Dijon or Honey Mustard that you need, **FRENCH'S®** has the flavors that will make your sandwiches stand out. Our full line of mustard products are crafted with the same care and quality as America's Favorite Mustard—**FRENCH'S® Classic Yellow**.

Every flavor of **FRENCH'S®** mustards are produced under the careful watch of our certified master grinders, and each batch is made using top quality ingredients such as #1 Grade Mustard Seed. By stone grinding our mustard seed in-house, we are able to create the rich, smooth, thick mustards you have come to expect from **FRENCH'S®**.

Our dedication to producing only pennant-worthy mustards is why you can trust us with all your mustard needs.

*Purchase any combination of qualifying FRENCH'S® products (see inside for details) for a maximum rebate of \$150. May redeem on three different FRENCH'S® products. Only 1 case per UPC may be redeemed. All other rebate rules/guidelines apply. Rebate available to New Users Only. A New User is someone who has not redeemed on the same product within the last 9 months.



A Full Line of Flavor

A sandwich just isn't a sandwich without **FRENCH'S**® mustard. From **FRENCH'S**® *Classic Yellow*® Mustard to **FRENCH'S**® Dijon with Chardonnay Wine, count on finding the full line of flavors your consumers crave.



Mixing flavorful, one-of-a-kind **FRENCH'S**® mustards with simple on-hand ingredients can transform everyday average sandwiches into craveable, can't-get-enough signature items on your menu.

Call 1-800-442-4733 and request a **FRENCH'S**® Mustard Mixology Sandwich Brochure and find out how you can get a branded sandwich kit that includes—

- Branded sandwich liners (100 ct), toothpicks (100 ct), and baskets (12 ct)
- A set of 8 laminated recipe cards
- Your choice of 15 table tents or 2 counter cards



Sriracha Mustard*

This Pan Asian mustard features everyday favorite **FRENCH'S**® *Classic Yellow*® Mustard and gets a burst of intense fiery flavor from garlicky chili sriracha sauce.

Servings: 12 **Yield:** 12 (2-tbsp.) servings

Quantity	Ingredients
¾ cup	Mayonnaise
6 tbsp.	FRENCH'S ® <i>Classic Yellow</i> ® Mustard
6 tbsp.	Sriracha chili sauce, prepared

Procedure

1. Combine mayonnaise, yellow mustard and sriracha sauce in a bowl and whisk to blend.
2. Cover and refrigerate to hold.
3. Menu on spicy slider Cheddar Jack burgers with pickled onions, crispy chicken sandwiches, snack wraps, and crispy tempura shrimp or grilled fish tacos featuring shredded lettuce and pickle relish.



Smoked Paprika Mustard Aioli*

FRENCH'S® Spicy Brown Mustard gets a bold new identity with vibrant smoked paprika and **FRANK'S**® *REDHOT*® Cayenne Pepper Sauce for irresistible contemporary appeal.

Servings: 13 **Yield:** 13 (2-tbsp.) servings

Quantity	Ingredients
1 cup	Mayonnaise
½ cup	FRENCH'S ® Spicy Brown Mustard
1 ½ tbsp.	Smoked paprika, dried
1 tsp.	FRANK'S ® <i>REDHOT</i> ® Cayenne Pepper Sauce
½ tsp.	FRENCH'S ® Worcestershire Sauce

Procedure

1. Combine mayonnaise, spicy brown mustard, smoked paprika, cayenne pepper sauce and Worcestershire sauce in a bowl and whisk to blend.
2. Cover and refrigerate to hold.
3. Serve on a premium grilled chicken sandwich featuring baby spinach, roasted cherry tomatoes and red onion. Or pair with specialty smoked sausage on an artisan toasted roll with smoked Gouda cheese and house-cured pickles.

*These **FRENCH'S**® Mustard Mixology recipes and more can be found at www.frenchsfoodservice.com or call 1-800-442-4733 to receive more information about **FRENCH'S**® Mustard Mixology.





Purchase any combination of the **FRENCH'S®** products below and receive up to \$150 back.

Three different products may be redeemed, but Offer limited to 1 case per product UPC Number

To qualify for this offer, all **FRENCH'S®** products must be purchased between July 1, 2011 thru December 31, 2011. Send this completed rebate form and a copy of your distributor invoices showing the purchase of the **FRENCH'S®** products being claimed to

FRENCH'S® New User Rebate

c/o Village Press
PO Box 552
Traverse City, MI 49685-0552

Postmark by January 31, 2012

Establishment/Name of Business _____

Your Name _____ Title _____

Street Address _____

Mailing Address (if different) _____

City _____ State _____ ZIP _____

Business Phone () _____ Fax () _____

May we send you product and coupon information via e-mail? Yes _____ No _____ E-mail _____

Signature _____ Date _____

RULES

- 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 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.
- Product claimed on this promotion must be purchased from a Foodservice Distributor. Purchases made from Warehouse Clubs or Cash-and-Carry are ineligible. Warehouse Clubs and Cash-and-Carry locations do not qualify as Foodservice Operators.
- ONLY ONE redemption form per Foodservice location (based on name and address) may be submitted between July 1, 2011 and December 31, 2011. Chains, 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 \$150.
- 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).
- This offer is for New Users only. Qualifying New Users are those who have not redeemed on the same product within the last 9 months.

UPC NO.	DESCRIPTION	CASE/PACK	REBATE AMOUNT	QTY. REDEEMED (1 CASE PER UPC)
41500-05344	FRENCH'S® Classic Yellow® Mustard	24/8 oz.	\$29.38	
41500-74663	FRENCH'S® Classic Yellow® Mustard	12/9 oz.	\$11.38	
41500-75677	FRENCH'S® Classic Yellow® Mustard	12/12 oz.	\$16.42	
41500-76603	FRENCH'S® Classic Yellow® Mustard	12/30 oz.	\$32.40	
41500-81938	FRENCH'S® Classic Yellow® Mustard	4/105 oz.	\$18.67	
41500-81848	FRENCH'S® Classic Yellow® Mustard	2/1.5 gal. Dispensing Pouch	\$20.21	
41500-74128	FRENCH'S® Dijon Mustard	6/32 oz.	\$38.16	
41500-81971	FRENCH'S® Dijon Mustard	2/105 oz.	\$40.99	
41500-74187	FRENCH'S® Spicy Brown Mustard	12/12 oz.	\$18.14	
41500-81973	FRENCH'S® Spicy Brown Mustard	4/105 oz.	\$23.42	
41500-81849	FRENCH'S® Spicy Brown Mustard	2/1.5 gal. Dispensing Pouch	\$21.05	
41500-81972	FRENCH'S® Honey Mustard	2/105 oz.	\$25.44	
41500-82345	FRENCH'S® Honey Mustard Sauce	4/110 oz.	\$35.81	
41500-84139	FRENCH'S® Honey Mustard Sauce	2/1.5 gal. Dispensing Pouch	\$32.40	
41500-83349	FRENCH'S® Classic Tomato Ketchup	6/114 oz.	\$27.22	
41500-82659	FRENCH'S® Classic Tomato Ketchup	2/1.5 gal. Dispensing Pouch	\$19.58	
41500-05325	FRENCH'S® Worcestershire Sauce	12/5 oz.	\$9.50	
41500-05308	FRENCH'S® Worcestershire Sauce	4/1 gal.	\$29.81	
41500-22006	FRENCH'S® French Fried Onions	6/24 oz.	\$42.12	
41500-83630	FRENCH'S® Shoestring Potato Sticks	12/16 oz.	\$41.04	
			TOTAL REBATE	



FRENCH'S® Flavor Pump Station Condiment Systems

FRENCH'S® Serve'NSave Condiment Systems

FRENCH'S® Foodservice is committed to providing dispensing options that meet your business needs.

Choose from **FRENCH'S®** Flavor Pump Station or Serve'NSave Condiment System—two different front-of-house solutions that allow you to serve your patrons a variety of premium branded condiments. For more information regarding these options, please call 1-800-442-4733 or visit www.frenchsfoodservice.com.

Earn Foodservice Rewards with **FRENCH'S®**

Visit www.foodservicerewards.com for a complete list of all participating products and bonus points.

FRENCH'S® Foodservice Merchandising Mall

Show customers you're using their favorite mustard brand. Find a variety of **FRENCH'S®** branded items from sandwich kits to ramekins through the Merchandising Mall section of our website www.frenchsmerchandisingmall.com.

For more information regarding this offer, call 1-800-442-4733 or visit www.frenchsfoodservice.com.

