

French's
SERVE 'N SAVE
CONDIMENT PUMP

Look inside for a **\$100** rebate
and a **FREE** pump/caddy offer.



Serve'NSave™ with the flavors they crave.

Introducing the **FRENCH'S®** Serve'NSave™ Condiment System. Now you can afford to serve the quality brands and flavors that your patrons know and trust.

French's
FOODSERVICE
YOU ARE WHAT YOU SERVE™



Serve'NSave™ to Satisfy¹

Consumers love to customize meals to satisfy their tastes. Extend your front-of-house condiments to include the on-trend flavors of Buffalo, Barbecue, and Spicy Brown Mustard.

Serve the Quality they Crave

Eighty-four percent of consumers feel that food quality is extremely important.² High-impact branding front-of-house will reinforce quality standards throughout your restaurant.



FRENCH'S® is America's #1 Brand of Mustard.³ For more than 100 years we've been making the very best mustard possible, and we're proud to carry that quality through to our full line of **FRENCH'S®** products. Proudly serve **FRENCH'S®** condiments, and you'll see patrons smile.



Give them the spicy flavor of Buffalo with **FRANK'S® REDHOT®**, the #1 hot sauce brand in America.² Let patrons dress up sandwiches and burgers or dip their fries in a whole new way for a customized experience they'll come back for.



The right barbecue sauce can make or break the meal. When you serve the authentic flavor of **CATTELEMEN'S®** All-American Sweet Barbecue Sauce, it's sure to be a big hit with your patrons.

ORDER NO.	PRODUCT DESCRIPTION	SIZE
41500-81938	FRENCH'S® Classic Yellow® Mustard	4/105 oz.
41500-81973	FRENCH'S® Spicy Brown Mustard	4/105 oz.
41500-83349	FRENCH'S® Classic Tomato Ketchup	6/114 oz.
41500-81972	FRENCH'S® Honey Mustard	2/105 oz.
41500-83190	FRANK'S® REDHOT® Buffalo Sauce	4/105 oz.
41500-83193	CATTELEMEN'S® All-American Sweet Barbecue Sauce	4/120 oz.



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For additional information regarding the **FRENCH'S®** Serve'NSave™ Condiment System, please call 1-800-442-4733.

¹Technomic 2009 Flavor Consumer Trend Report
²Mintel Menu Insights Attitudes Towards Dining Out, January 2010 Report
³AC Nielsen, Latest 52 weeks ending 05/21/2011 USA 50

Serve in Style with the Free Serve'NSave™ Caddy

- Easy to keep clean—dishwasher safe
- Keeps units neatly in place on the counter
- Unique and versatile to fit any decor
- Nonskid base
- Stain resistant

Buy 1 case of any eligible **FRENCH'S®**, **CATTELEMEN'S®**, or **FRANK'S® REDHOT®** Serve'NSave™ products and receive a FREE branded Serve'NSave™ Caddy and two Pumps! Redeem for up to 3 Serve'NSave™ Caddy Systems with the purchase of 3 cases. Product must be purchased between June 1, 2011 and December 31, 2011.



ELIGIBLE PRODUCTS

SKU NO.	DESCRIPTION		NO. CASES REDEEMED
CATTELEMEN'S® Barbecue Sauce			
41500-83193	CATTELEMEN'S® All-American Sweet Barbecue Sauce	4/120 oz.	
FRANK'S® REDHOT® Sauce			
41500-83190	FRANK'S® REDHOT® Buffalo Sauce	4/105 oz.	
FRENCH'S® Products			
41500-81938	FRENCH'S® Classic Yellow® Mustard	4/105 oz.	
41500-81973	FRENCH'S® Spicy Brown Mustard	4/105 oz.	
41500-81972	FRENCH'S® Honey Mustard	2/105 oz.	
41500-83349	FRENCH'S® Classic Tomato Ketchup	6/114 oz.	
TOTAL CASES REDEEMED			

MB-34470-11

Pump Up the Savings

EARN up to **\$100** on FRENCH'S® Condiments.

The more flavors you buy, the more you save! Choose the rebate that works best for you.

Option 1—Purchase 1 product and receive back the allowance per case as shown in the appropriate column

Option 2—Purchase 2 different products and receive back the allowance per case as shown in the appropriate column

Option 3—Purchase 3 different products and receive back the allowance per case as shown in the appropriate column



Offer valid on eligible products only. Product must be purchased between June 1, 2011, and December 31, 2011.

ELIGIBLE PRODUCTS

SKU NO.	DESCRIPTION		OPTION 1 Purchase 1 Product		OPTION 2 Purchase 2 Different Products		OPTION 3 Purchase 3 Different Products	
			\$ Allow	No. Cases Redeemed	\$ Allow	No. Cases Redeemed	\$ Allow	No. Cases Redeemed
CATTELEMEN'S® Barbecue Sauce								
41500-83193	CATTELEMEN'S® All-American Sweet Barbecue Sauce	4/120 oz.	\$4.00		\$5.50		\$6.50	
FRANK'S® REDHOT® Sauce								
41500-83190	FRANK'S® REDHOT® Buffalo Sauce	4/105 oz.	\$4.00		\$5.50		\$6.50	
FRENCH'S® Products								
41500-81938	FRENCH'S® Classic Yellow® Mustard	4/105 oz.	\$3.00		\$5.00		\$6.50	
41500-81973	FRENCH'S® Spicy Brown Mustard	4/105 oz.	\$4.00		\$5.00		\$6.00	
41500-81972	FRENCH'S® Honey Mustard	2/105 oz.	\$4.00		\$5.50		\$6.50	
41500-83349	FRENCH'S® Classic Tomato Ketchup	6/114 oz.	\$2.00		\$3.00		\$4.00	
TOTAL CASES REDEEMED								

34470-11



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Get a FREE Serve'NSave™ Caddy!

Buy 1 case of any eligible **FRENCH'S®**, **CATTLEMEN'S®** or **FRANK'S® REDHOT®** Serve'NSave™ products and receive a FREE branded Serve'NSave™ Caddy and two Pumps! Redeem for up to 3 Serve'NSave™ Caddy Systems with the purchase of 3 cases. Then, complete and send this rebate form and a copy of your distributor invoices showing the purchase of qualifying products to—

FRENCH'S® Free SNS Caddy
c/o Village Press
PO Box 552
Traverse City, MI 49685-0552

RULES

1. 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). 2. This coupon may not be purchased, traded or sold. Any other use constitutes fraud. 3. 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. 4. Product claimed on this promotion must be purchased from a Foodservice distributor. Purchases made from a Cash and Carry and Warehouse Clubs are ineligible. Cash and Carry and Warehouse Club locations do not qualify as a Foodservice operator. 5. ONLY ONE redemption form per Foodservice location (based on name and address) may be submitted between June 1, 2011, and December 31, 2011. Chains, Franchise Groups and Buying Group organizations must participate on an individual basis. 6. Maximum value of this coupon is \$100.00. 7. Not redeemable in conjunction with any other coupons or offers on the same product for the same time period. Void if restricted, taxed or forbidden by law. 8. Offer good only in the United States of America. 9. Please allow 4 weeks for processing request and delivery. 10. Coupon offer certificate (cash redemption value 1/100th of 1 cent).

SERVSU -062011

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 _____

Primary Distributor _____ Average no. of meals served per day _____

Signature _____ Date _____

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

SAVE on FRENCH'S® Condiments.

The more flavors you buy, the more you save! Choose the rebate that works best for you.

Option 1—Purchase 1 product and receive back the allowance per case as shown in the appropriate column

Option 2—Purchase 2 different products and receive back the allowance per case as shown in the appropriate column

Option 3—Purchase 3 different products and receive back the allowance per case as shown in the appropriate column

Then, complete and send this rebate form and a copy of your distributor invoices showing the purchase of qualifying products to—

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SERVSU-072011



FOODSERVICE
YOU ARE WHAT YOU SERVE™

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 _____

Primary Distributor _____ Average no. of meals served per day _____

Signature _____ Date _____

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