

**CATTLEMEN'S**  
MASTER'S RESERVE™

**SAVE UP TO \$115\***

**TRY AUTHENTIC REGIONAL BBQ SAUCES...  
A GREAT WAY TO ADD PROFITABLE FLAVOR  
TO YOUR MENU.**

**NEARLY 40 YEARS OF LEADERSHIP IN BBQ**

Cattlemen's® legendary taste and regional expertise have made it the #1 BBQ sauce in foodservice\*\* – and the choice of every Grand Champion of the Memphis in May† BBQ competition for the past 16 years.

**SUPERIOR QUALITY AND PERFORMANCE**

- **MADE WITH TOMATO PASTE**, not puree, for a consistency that's naturally thick and rich, not watered-down like many competitors' sauces
- **NO STARCHES OR FILLERS** for sauces that seal in flavor and resist skinning over
- **NO ARTIFICIAL COLOR OR FLAVORS** for mouth-watering BBQ with outstanding plate presentation
- **HIGHLY EXTENDABLE**, allowing you to increase servings by up to 20% per case††!

**UNMATCHED PROMOTIONAL PROGRAMS TO BUILD  
YOUR BUSINESS**

- Customized marketing materials through [www.merchandisingmall.com](http://www.merchandisingmall.com)
- Promotional kits to drive business, available with purchase
- Culinary consultations and menu audits
- Sponsor of Foodservice Rewards® and NACUFS ValuPlus program – Cattlemen's® is the only participating BBQ brand
- Member of ACF and sponsor of Chef and Child Foundation



\* Maximum value of \$115 savings  
\*\* Restaurant Survey Data, Fall 2005. Technomic Research 2009.  
† Trademark of Memphis in May International Festival, Inc.  
†† Vs. base Cattlemen's® Master's Reserve™ Product.

Rebate for New Users Only. New Users are defined as someone who has not submitted for a rebate payment for the same product on any other French's Foodservices offer within the last 6 months.  
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UPC	PRODUCT DESCRIPTION	PACK/SIZE	PER CASE ALLOWANCE
41500-05316	CATTLEMEN'S® Master's Reserve™ St. Louis Original™ BBQ Sauce	4/1 Gallon	\$30.85 <input type="checkbox"/>
41500-05396	CATTLEMEN'S® Master's Reserve™ Kansas City Classic™ BBQ Sauce	4/1 Gallon	\$33.44 <input type="checkbox"/>
41500-05309	CATTLEMEN'S® Master's Reserve™ Texas Smoky™ BBQ Sauce	4/1 Gallon	\$30.85 <input type="checkbox"/>
41500-05400	CATTLEMEN'S® Master's Reserve™ Carolina Tangy Gold™ BBQ Sauce	4/1 Gallon	\$35.42 <input type="checkbox"/>
41500-74000	CATTLEMEN'S® Master's Reserve™ Louisiana Hot & Spicy™ BBQ Sauce	4/1 Gallon	\$34.99 <input type="checkbox"/>
41500-80137	CATTLEMEN'S® Master's Reserve™ Memphis Sweet™ BBQ Sauce	4/1 Gallon	\$32.15 <input type="checkbox"/>
41500-75296	CATTLEMEN'S® Master's Reserve™ Kentucky Sweet & Bold™ BBQ Sauce	4/1 Gallon	\$35.06 <input type="checkbox"/>
41500-76175	CATTLEMEN'S® Master's Reserve™ Mississippi Honey BBQ™ Sauce	4/1 Gallon	\$37.04 <input type="checkbox"/>
41500-74151	CATTLEMEN'S® Master's Reserve™ Carolina Tangy Gold™ BBQ Sauce	2/1 Gallon	\$19.24 <input type="checkbox"/>
41500-78975	CATTLEMEN'S® Master's Reserve™ Louisiana Hot & Spicy™ BBQ Sauce	2/1 Gallon	\$18.95 <input type="checkbox"/>
41500-78976	CATTLEMEN'S® Master's Reserve™ Kentucky Sweet & Bold™ BBQ Sauce	2/1 Gallon	\$19.03 <input type="checkbox"/>
41500-78974	CATTLEMEN'S® Master's Reserve™ Mississippi Honey BBQ™ Sauce	2/1 Gallon	\$20.03 <input type="checkbox"/>
41500-05321	CATTLEMEN'S® Master's Reserve™ St. Louis Original™ BBQ Sauce	5 Gallon Pail	\$35.57 <input type="checkbox"/>
41500-05397	CATTLEMEN'S® Master's Reserve™ Kansas City Classic™ BBQ Sauce	5 Gallon Pail	\$38.46 <input type="checkbox"/>
41500-05326	CATTLEMEN'S® Master's Reserve™ Texas Smoky™ BBQ Sauce	5 Gallon Pail	\$35.57 <input type="checkbox"/>
41500-81617	CATTLEMEN'S® Master's Reserve™ Memphis Sweet™ BBQ Sauce	5 Gallon Pail	\$37.44 <input type="checkbox"/>
41500-82661	<b>NEW</b> CATTLEMEN'S® Master's Reserve™ Memphis Sweet™ BBQ Sauce Dispensing Pouch with Fitment*	2/1.5 Gallon	\$31.50 <input type="checkbox"/>

\* Note: Please call 1-800-442-4733 for information on Dispensing Units

## Rebate Instructions

1. Rebate for New Users Only†. Send in distributor invoices for all products being claimed on the rebate. **All products must be purchased between April 15, 2011 and December 31, 2011**
2. Maximum rebate value is \$115.00
3. You may choose a maximum of three cases of any CATTLEMEN'S® brand products. However only 1 case per product UPC# may be redeemed
4. Mail in rebate form and copies of distributor invoices to:

**CATTLEMEN'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 (No. P.O. Box): \_\_\_\_\_

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

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

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: \_\_\_\_\_

1. This original rebate form must be completed with all information and submitted by the operator claiming payment. The rebate must be postmarked within 30 days after the promotional period (Postmarked by January 31, 2012).
2. This Rebate may not be Reproduced, 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 Warehouse Clubs or Cash & Carries are ineligible. Warehouse Clubs and Cash & Carry locations do not qualify as Foodservice Operators.
5. ONLY ONE redemption form per Foodservice location (based on name and address) may be submitted between **April 15, 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 REBATE.**
6. Maximum value of this rebate is \$115.00.
7. This is a New User Rebate. New Users are defined as someone who has not submitted for a rebate payment for the same product on any other French's Foodservices offer within the last 6 months.
8. Not redeemable in conjunction with any other rebates or offers on the same product during the same time period. Void if restricted, taxed or forbidden by law.
9. Offer good only in the United States of America.



**For samples, rebates, promotions and information about Cattlemen's call 1-800-442-4733 or visit [www.cattlemensfoodservice.com](http://www.cattlemensfoodservice.com)**