

SAVE UP TO \$3,000



Make Fridays even more fun with Pop-Tarts® on the menu! Offer the brand kids love to increase participation and save up to \$5 per case.

HERE'S HOW IT WORKS

- 1 Menu and purchase qualifying product(s) between 9/1/17 and 12/31/17. The more you menu, the more you save!
- 2 At the end of the promotional period, use the chart below to determine dollar per case rebate earned. Case rebate will be determined based on the numbers of weeks qualifying products were menued.
- 3 Submit completed rebate form and proof of performance at the end of the promotional period to the address, fax or email noted below. Qualifying submissions must include the following:
 - Distributor tracking reports or invoices showing proof of purchase for qualifying products. Proof of performance must show year over year performance.
 - AND
 - A copy of the official monthly/weekly menu planogram or a photo of the menu displaying the date and qualified product(s).

Menu Additional Fridays	Per Case Rebate Earned
1-2 Additional Fridays	\$0.25
3-4 Additional Fridays	\$0.50
5-6 Additional Fridays	\$1.00
7-8 Additional Fridays	\$2.00
9-10 Additional Fridays	\$3.00
11-12 Additional Fridays	\$4.00
13 Additional Fridays	\$5.00

QUALIFYING PRODUCTS



Kellogg's® Pop-Tarts® made with Whole Grain Frosted Fudge
1ct. 120ct./1.76oz. #38000-12070
2ct. 72ct./3.53oz. #38000-12073

Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain Frosted Cinnamon
1ct. 120ct./1.76oz. #38000-55122
2ct. 72ct./3.53oz. #38000-55125



Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain Frosted Strawberry
1ct. 120ct./1.76oz. #38000-55130
2ct. 72ct./3.53oz. #38000-55133

Kellogg's® Pop-Tarts® made with Whole Grain Frosted Blueberry
1ct. 120ct./1.76oz. #38000-17196
2ct. 72ct./3.53oz. #38000-17199

Coming in September 2017

PLEASE COMPLETE THE FOLLOWING

Establishment Name: _____

Contact Name: _____ Title: _____

Address (No P.O. Boxes, please): _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

Yes, I would like Kellogg's® Specialty Channels to send me exclusive promotional offerings and updates via email.

Distributor Name: _____

Distributor City/State: _____

District Enrollment: _____

Are you affiliated with a Contract Management Company? Yes No If yes, which Contract Management Company? _____

Kellogg Representative: _____

OFFICIAL TERMS & CONDITIONS: Subject to the terms and conditions set forth below, and based upon the criteria set forth above, Kellogg's will pay the customer the earned reward.

1. Purchases of qualifying products must be made between September 1, 2017 to December 31, 2017.
2. At the completion of the promotional period, complete the Kellogg's Redemption Form and submit along with distributor tracking reports or invoices showing proof of purchase of qualifying product(s). Products must be clearly described on the proof(s) of purchase and must be identified by circling or highlighting. Proof of menuing any of the qualifying products by week will also be required, such proof could be a copy of the official monthly/weekly menu planogram or a photo of the menu displaying the date and qualifying product(s).
3. Submit completed Kellogg's Redemption Form and proof(s) of performance to: FAFH Trade Planning, 545 Lamont Rd., Elmhurst, IL 60126 or fax to: (630) 941-3171 or e-mail to: Trade.Planning@kellogg.com
4. Appropriate proof of performance must be provided at the time of redemption within 30 days of the end of the promotional period.
5. Limit one submission per customer or school district with \$3,000 as the maximum that could be earned.
6. All product purchases submitted are subject to verification by Kellogg's® whose decision is final and binding. Incomplete, illegible, falsified, postage-due, or late submissions will not be honored.
7. Please allow 4-6 weeks for fulfillment or payment.
8. Kellogg's® may withhold fulfillment or payment, if, in Kellogg's® sole discretion, customer is not complying with the terms and conditions set forth above.