

\$150 OPERATOR REBATE May 1 through August 31, 2010

EARN UP TO \$150 ON SELECT ICELANDIC® PRODUCTS PURCHASED BETWEEN MAY 1 AND AUGUST 31, 2010. (MAXIMUM REBATE IS \$150)



**SUMMER SEAFOOD SAVINGS
BUY THE CASE**

To claim rebate, operators must complete and mail this coupon together with distributor invoice (no distributor reports accepted), clearly indicating your purchases of Icelandic® Products to:

**Summer Seafood Savings Buy The Case Promotion
P.O. BOX 610, HUDSON, WI 54016**

Name: _____

Establishment: _____

Street Address: _____

City: _____

State: _____ Zip: _____

Email Address: _____

Phone (daytime): _____

Primary Distributor: _____

DSR Name: _____

TYPE OF ESTABLISHMENT:

- Family Dining Healthcare Quick Service
 Casual Dining Hotel/Lodging Other

HOW DID YOU RECEIVE THIS COUPON?

- Food Show DSR BSR Mailing
 Website Other

- Yes, I would like to receive information about products offered by Icelandic® via E-mail.



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Product Code	Product Description	Cases Purchased	Per Case Rebate	Total Rebate	Have you purchased this product before? <small>(this only applies for items you are redeeming for)</small>
Icelandic® Seafood Sliders					
10026013	1.6 oz. Unbreaded Salmon Burger		\$3.00		___Yes ___No
10026014	1.6 oz. Unbreaded Mahi Mahi Burger		\$3.00		___Yes ___No
10025796	1.6 oz. Breaded Alaska Pollock Square		\$3.00		___Yes ___No
10025915	1.6 oz. Breaded Alaska Pollock Square with Buns		\$3.00		___Yes ___No
Sea Dog - Made with Sea Dog India Pale Ale®					
10001591	4-5.5 oz. Cod Sea Dog Fillet Portion		\$3.00		___Yes ___No
10025903	2 oz. Haddock Mini Sea Dog Fillet Portion		\$3.00		___Yes ___No
Big Bob's Belly Buster					
10024745	12 ct. Redhook® Beer Battered Butterfly Shrimp, Tail-On (Dirty Tail)		\$3.00		___Yes ___No
10024746	12 ct. Redhook® Beer Battered Round Shrimp, Tail-Off		\$3.00		___Yes ___No
10025072	Skewered Shrimp w/ Lime and Garlic Glaze, 4-16/20 ct. Shrimp per skewer		\$3.00		___Yes ___No
Southern Style Biscuit Batter Shrimp					
10004188	31-35 count, Battered Round Shrimp, Tail-Off		\$3.00		___Yes ___No
Sergeant Peppers™ Hot and Spicy Seafood					
10025180	31-35 count, Breaded Round Shrimp, Tail-Off		\$3.00		___Yes ___No
Country Fry®					
10004180	31-35 count, Breaded Round Shrimp, Tail-Off		\$3.00		___Yes ___No
Breaded Scallops					
10026131	21/30 Country Fry™ Scallops		\$3.00		___Yes ___No
10004165	30/40 Country Fry™ Scallops		\$3.00		___Yes ___No
10004167	40/60 Country Fry™ Scallops		\$3.00		___Yes ___No
10004172	40/60 Crispy Style® Scallops		\$3.00		___Yes ___No
Friday Night Fish Fry® - Milwaukee Style					
10023172	1.5 oz. Natural Cod Nugget		\$3.00		___Yes ___No
10023173	2 oz. Natural Cod Strip		\$3.00		___Yes ___No
10023417	2 oz. Cod Strip - Cash N' Carry		\$3.00		___Yes ___No
Popcorn Fish					
10001746	0.6 oz. Brewer's Choice® Battered Deep Skinned AK Pollock		\$3.00		___Yes ___No
10026004	0.6 oz. Yuengling® Lager Battered Haddock		\$3.00		___Yes ___No
TOTAL REBATE (Maximum Rebate \$150. Minimum 10 case purchase.)					

REQUIREMENTS AND RULES:

- Offer valid on purchases made May 1 - August 31, 2010.
- Maximum Rebate value \$150.00 per operator location. Minimum 10 case purchase.
- Only one rebate coupon per customer location for the specified purchase dates is allowed.
- This offer cannot be combined with any other coupon or rebate.
- All rebate requests must be postmarked by September 30, 2010.
- Foodservice chains and management companies must participate on an individual unit basis only.
- Distributors, wholesalers, and warehouse clubs are excluded from this offer.
- Not valid in conjunction with any other offer from Icelandic®.
- Void where prohibited by law.
- PLEASE ALLOW 6-8 WEEKS FOR REBATE DELIVERY.

