

OPERATORS - EARN UP TO \$350!

40^{DAYS} of Delicious!

Catch Delicious Deals and Consumer Appeal
During Lent with Icelandic[®] Seafood

Lent is February 22 through April 7

BUNDLE BONUS!

Purchase 2 or more
items and you can
earn extra money.

see inside
for details

ICELANDIC
BRAND
SEAFOOD

Lent Operator Promotion Earn up to \$350!

Lent is the most profitable time for seafood sales. This Lent you can earn \$3.00 per case on select Icelandic® Seafood products purchased January 2 – April 30, 2012. Minimum rebate 10 cases or \$30. Maximum rebate 100 or \$300.

PLUS, earn a Bundle Bonus! For every additional Icelandic® product (different code) purchased, you qualify for more cash. Minimum purchase still applies.

Bundle Bonus:

\$20 for 2 items \$30 for 3 items \$40 for 4 items \$50 for 5 or more items

Icelandic® Code	Distributor Code	Description	Cases Purchased	Per Case Rebate	Total Rebate
Icelandic® Brand					
Elegant Entrees®					
10026146		5-6 oz Potato Crumble Crust Cod with Chives and Cheddar		\$3.00	
10026147		5-6 oz Coconut Crumble Crust Tilapia with Mango and Papaya		\$3.00	
10026148		5-6 oz Tortilla Crumble Crust Tilapia with Chipotle and Lime		\$3.00	
10026339		5-6 oz Parmesan Crumble Crust Tilapia with Tuscan Herbs		\$3.00	
10021873		5 oz Flounder Stuffed with Scallop and Crab		\$3.00	
Big Bob's Belly Buster® Fisherman's Platter					
10026407		Big Bob's 9 oz Fisherman's Platter		\$3.00	
10026406		Big Bob's 12 oz Fisherman's Platter		\$3.00	
Yuengling® Lager Battered Seafood					
10025907		8 oz Haddock Fillet Portion		\$3.00	
10025916		4 oz Haddock Fillet Portion		\$3.00	
10025917		Apx. 6 oz Haddock Fillet Portion		\$3.00	
10025918		Apx. 2 oz Haddock Fillet Portion		\$3.00	
10026004		0.6 oz Haddock Popcorn Fish		\$3.00	
10026397		Apx. 11 oz Yuengling® Lager Battered Haddock		\$3.00	
Icelandic® Seafood Sliders					
10025796		1.6 oz Breaded Alaska Pollock Square, CN, PUF1		\$3.00	
10025915		1.6 oz Breaded Alaska Pollock Square with Buns, CN, PUF1		\$3.00	
Sea Dogs Made with Sea Dog India Pale Ale®					
10025983		4 oz Pollock Sea Dog, Square Block Cut Portion		\$3.00	
10001591		4-5.5 oz Cod Sea Dog Fillet Portion		\$3.00	
Redhook® ESB Beer Batter					
10001602		4-5 oz Tilapia Fillet Portion		\$3.00	
10025717		2 oz Cod Fillet Portion		\$3.00	
Brewer's Choice® Made with Bass® Pale Ale					
10001623		2 oz Cod Fillet Portion, Cash N' Carry		\$3.00	
10001625		2-4 oz Hoki Fillet Portion, Cash N' Carry		\$3.00	
10001652		2 oz Cod Fillet Portion		\$3.00	
10001653		2.5 oz Cod Portion		\$3.00	
10001651		3 oz Cod Fillet Portion		\$3.00	
10001654		4 oz Cod Fillet Portion		\$3.00	
10001663		6 oz Cod Fillet Portion		\$3.00	
10001645		2-4 oz AK Pollock Portion		\$3.00	
10001638		2-3 oz Hoki Portion		\$3.00	
10001639		2-3 oz New Zealand Whiting Fillet Portion		\$3.00	
10001746		0.6 oz AK Pollock, Deep Skinned		\$3.00	
Icelandic's Piccadilly Pub - Original Pub Style					
10021782		2 oz Battered Cod Fillet		\$3.00	
10023418		3 oz Battered Cod Fillet, Cash N' Carry		\$3.00	
10021783		3 oz Battered Cod Fillet		\$3.00	
10022070		4 oz Battered Cod Fillet		\$3.00	
10022042		2 oz Battered Pollock Fillet		\$3.00	
10022043		3 oz Battered Pollock Fillet		\$3.00	
Icelandic's Piccadilly Pub - New England Pub Style					
10023392		2 oz Battered Cod Fillet		\$3.00	
10023391		3 oz Battered Cod Fillet		\$3.00	
Big Bob's Belly Buster® - Fillets & Portions					
10002701		7 oz Cod Fillet Shape Dixie Crunch™		\$3.00	
10023827		8 oz Battered Cod Fillets New England Style		\$3.00	
10001693		8 oz Natural Cod, County Fry		\$3.00	
10024423		8 oz Cod Fillets, Country Fry		\$3.00	
10001697		10 oz Natural Cod Fillets, Country Fry		\$3.00	
10023828		8 oz Battered Pollock Fillets New England Style		\$3.00	
10024552		8 oz Battered Pollock Fillets New England Style, Cash N' Carry		\$3.00	
Tilapia Tonight®					
10023438		4 oz Tilapia Scampi Glaze		\$3.00	
10023439		4.5 oz Tilapia Cajun (griddle ready)		\$3.00	
Tilapia Tenders					
10025725		Redhook® ESB Beer Battered Tenders 2-3 oz		\$3.00	
10025710		Apx. 2.5 oz Bass Pro Shops® Uncle Buck's® Battered Tilapia Tenders		\$3.00	
10025711		Southern Style Biscuit Battered Tenders 2-3 oz		\$3.00	
Tilapia Loins					
10025748		3-4 oz Lemon Pepper Breaded Tilapia Loins		\$3.00	
10025749		3-4 oz Southwest Tortilla Chip Tilapia Loins		\$3.00	

Icelandic® Code	Distributor Code	Description	Cases Purchased	Per Case Rebate	Total Rebate
Redhook® ESB Beer Battered Tilapia					
10001602		4-5 oz Tilapia Fillet Portion		\$3.00	
Icelandic® Pangasius					
10025912		1-2 oz Redhook® ESB Pangasius Fillet Portion		\$3.00	
10025913		2-3 oz Redhook® ESB Pangasius Fillet Portion		\$3.00	
10026000		1-2 oz Dixie Crunch Pangasius Fillet Portion		\$3.00	
10026001		2-3 oz Dixie Crunch Pangasius Fillet Portion		\$3.00	
10026002		4 oz Gourmet Panko Pangasius Breaded Square		\$3.00	
10026077		1-2 oz Gourmet Panko Pangasius Fillet Portion		\$3.00	
10026078		2-3 oz Gourmet Panko Pangasius Fillet Portion		\$3.00	
Big Bob's Belly Buster® Shrimp					
10024745		Redhook® Beer Battered Butterfly Shrimp, 12 ct., Tail-on (Dirty Tail)		\$3.00	
10024746		Redhook® Beer Battered Round Shrimp, 12 ct., Tail-off		\$3.00	
10025072		Skewered Shrimp w. Lime & Garlic Glaze 4 - 16/20 ct. shrimp per skewer, Cash N' Carry		\$3.00	
Sergeant Peppers® Hot and Spicy Seafood					
10025180		31-35 count, Tail-off, Round Shrimp, Hot & Spicy		\$3.00	
Wild Salmon Sensations					
10024470		4 oz Grilled Spicy Mango Glaze		\$3.00	
10024472		4 oz Grilled Citrus Pepper Glaze		\$3.00	
10024502		6 oz Grilled Citrus Pepper Glaze		\$3.00	
10024473		4 oz Grilled Fresh Dill Glaze		\$3.00	
10024503		6 oz Grilled Fresh Dill Glaze		\$3.00	
10024474		4 oz Grilled Au Naturelle Glaze		\$3.00	
10024504		6 oz Grilled Au Naturelle Glaze		\$3.00	
Country Fry™					
10001615		0.75 oz Cod Nugget		\$3.00	
10001686		2.75 oz Cod		\$3.00	
Currents®					
10003280		4 oz Cross Grilled Wild Salmon Fillet		\$3.00	
10003285		4 oz Cross Grilled Tilapia Fillet		\$3.00	
Friday Night Fish Fry® - Milwaukee Style					
10026436		Approx 1 oz Milwaukee Style Breaded Perch Fillet		\$3.00	
10023172		1.5 oz Natural Cod Nugget		\$3.00	
10023173		2 oz Natural Cod Strip		\$3.00	
10023417		2 oz Cod Strip, Cash N' Carry		\$3.00	
Tater Crust™					
10002600		2.5 oz Cod Natural Fillet Portions		\$3.00	
10002621		3.6 oz Hoki Select Shapes™		\$3.00	
Premium Gourmet Breaded (Fresh Bread Crumb)					
10002411		2 oz Cod Natural Fillet Portion		\$3.00	
10002412		3 oz Cod Natural Fillet Portion		\$3.00	
10025761		2-3 oz Cod Natural Fillet Portion, Cash N' Carry		\$3.00	
Bake 'N' Broil					
10003006		4 oz Cod Bake 'N' Broil PUFi		\$3.00	
10020783		5 oz Cod Tail Shape PUFi		\$3.00	
10003000		3.2 oz AK Pollock Uni Cuts PUFi		\$3.00	
Lemon Pepper Seafood Entrees					
10020037		4-5 oz Lemon Pepper Cod Loin PUFi		\$3.00	
10020646		4 oz AK Pollock Lemon Pepper PUFi		\$3.00	
10025748		3-4 oz Lemon Pepper Breaded Tilapia Loins		\$3.00	
Fish-In-A-Minute™					
10002297		2.75 oz Cod Rectangle		\$3.00	
10002948		3 oz Cod Rectangle PUFi		\$3.00	
10002949		4 oz Cod Square PUFi		\$3.00	
10002795		3 oz AK Pollock Rectangle PUFi		\$3.00	
10002720		4 oz AK Pollock High Plate Coverage Cuts		\$3.00	
10002945		3 oz Cod Rectangle Tater Fry PUFi		\$3.00	
Icelandic® Brand Fillets					
Haddock Cellos					
21005140		Haddock Cello Fillet, Skinless		\$15.00	
Haddock -Skin On					
21005536		8-10 oz IQF Haddock Fillets		\$3.00	
Sea Scallops					
23007451		IQF Dry Sea Scallops U/12		\$3.00	
23007452		IQF Dry Sea Scallops 10/20		\$3.00	
23007453		IQF Dry Sea Scallops 20/30		\$3.00	
23007454		IQF Dry Sea Scallops 30/40		\$3.00	
Smoked Salmon					
21008972		1-2 lb. Pre-sliced Smoked Salmon		\$3.00	
21002973		2-3 lb. Pre-sliced Smoked Salmon		\$3.00	
Samband®					
Taco Portions					
10026405		2.6 oz Beer Battered Cod Taco Portion		\$3.00	

Example: Joe Cool's Tavern purchased the following Icelandic® Seafood products:

7 cases of code 10026436 = 7 x \$3 = \$21
9 cases of code 10026407 = 9 x \$3 = \$27
8 cases of code 23007454 = 8 x \$3 = \$24

Subtotal Rebate = \$72
Bundle Bonus = \$30 (for purchasing 3 different codes)
Rebate Total = \$102

REBATE (Minimum \$30.
Maximum \$300.)

BONUS \$
(\$20 for 2 items, \$30 for 3 items, \$40 for 4 items, and \$50 for 5 more items)

GRAND TOTAL
(Maximum Rebate \$350.)

OPERATORS - EARN UP TO \$350!

Exciting Materials to Drive Sales

Check out the support materials we have for you. Contact your Icelandic® Sales Representative to order today!



Table tents - 4" x 6"



Posters - 18" x 24"



Wait staff buttons - 3"

Invoice Start Date	Invoice End Date	Postmark Rebate Request No Later Than
January 2, 2012	April 30, 2012	May 31, 2012

Name: _____

Establishment _____

Street Address: _____

City: _____

State: _____ Zip: _____

Email Address: _____

Phone (daytime) _____ - _____ - _____

Primary Distributor: _____

DSR Name: _____

TYPE OF ESTABLISHMENT:

- Family Dining
 Healthcare
 Quick Service
 Yes, I would like to receive information about products offered by Icelandic® via E-mail.
 Casual Dining
 Hotel/Lodging
 Other _____

HOW DID YOU RECEIVE THIS COUPON?

- Food Show
 DSR
 BSR
 Mailing
 Website
 Other _____

REQUIREMENTS AND RULES:

Chain operators must participate as single units. Contracted chain and bid accounts cannot participate. Only one rebate per operator location will be honored. This coupon may be redeemed for no less than 10 cases or \$30 and no more than 100 cases or \$350. Submit this rebate with copies of distributor invoices or distributor printouts verifying valid products were purchased between January 2, 2012 and April 30, 2012. DISTRIBUTOR PRINTOUTS OR INVOICES MUST INCLUDE THE FOLLOWING INFORMATION: Operator Name, Product(s) purchased, # of cases purchased, date the product was purchased, invoice number, and physical address. Rebate must be postmarked by May 31, 2012. This offer is only good on the products listed and is not valid in conjunction with any other offer from Icelandic®. Allow 6-8 weeks for delivery. Incorrect or incomplete submissions will delay payment.

To claim rebate, operators must complete and mail this coupon together with distributor invoice, clearly indicating your purchases of Icelandic® products to:

40 Days of Delicious Operator Promotion
 P.O. BOX 610, HUDSON, WI 54016

