

2016 Syrup Branding Program

Your breakfast creations deserve to be topped off with America's favorite syrups.



Feature the Log Cabin® or Mrs. Butterworth's® syrups brand logo on your printed menu, purchase at least 5 cases of syrup, and receive \$150.00!

Program Period: January 1 – December 31, 2016

Why branding matters:*

- ✓ Brands outlive products.
- ✓ Brands convey a uniform quality, credibility and experience.
- ✓ Brands are valuable.



Submission details and full program terms & conditions on reverse.

*Forbes CMO network, May 27, 2012



Breakfast ANYTIME

Submission Form



Thank you for participating in the 2016 Syrup Branding Program.

Follow these easy steps:

- Go to www.pinnaclebreakfastanytime.com and download print-ready logo artwork.
- Insert in menu layout with accompanying statement such as, "We proudly serve **LOG CABIN** syrups!"
- Submit printed menu sample and copies of distributor invoices showing purchases of these eligible syrups:
 39716 Mrs. Butterworth's® Original 1 gal. | 79224 Mrs. Butterworth's® Original 12 oz.
 29047 Mrs. Butterworth's® Sugar Free 24 oz. | 34901 Log Cabin® Original 1 gal.
 00110 Log Cabin® Original 12 oz. | 00120 Log Cabin® Sugar Free 12 oz. | 00085 Log Cabin® Sugar Free 24 oz.

Eligible purchases must be made between October 1, 2015 – December 31, 2016 (minimum 5-case purchase required).

Complete in full:

Business Name: _____

Name: _____

Title: _____

Address (no PO Boxes): _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Primary Distributor: _____

City: _____ State: _____

Type of restaurant: Fast Food Midscale/Family Fine Dining Other _____

Total syrup cases purchased:

Terms & Conditions:

1. Table service restaurants are eligible to participate. Bid or contract chain accounts are not eligible.
2. Limit 1 submission per restaurant location during program period January 1 – December 31, 2016. All claims must be postmarked by January 31, 2017. Allow 6-8 weeks for claim processing.
3. Eligible product must be purchased from a food service distributor. Minimum purchase requirement to be eligible for \$150.00 branding allowance: 5 cases.
4. Submission must be made by restaurant operator and include this completed form, actual sample of printed menu, plus copies of distributor invoices showing eligible syrup purchases made between October 1, 2015 – December 31, 2016 (circle product and price paid – do not highlight).
5. Pinnacle Foods Group LLC is not responsible for lost, late, or misdirected submissions. Offer only good in the USA.
6. Menu branding allowance submissions will be approved at the sole discretion of Pinnacle Foods Group LLC.
7. Pinnacle Foods Group LLC reserves the right to modify, suspend, or cancel this program at for any time or for any reason.

Mail to:
Pinnacle Foods Group LLC
Attn: Food Service
Syrup Menu Branding
121 Woodcrest Rd
Cherry Hill, NJ 08003

www.pinnaclebreakfastanytime.com