



SWITCH AND SAVE

NEW CAFITESSE™ CUSTOMERS ONLY

OPERATOR OFFER VALID FROM JULY 1, 2011 – SEPTEMBER 30, 2011



RECEIVE UP TO \$10/CASE REBATE

Convert to the Cafitesse™ Coffee System and earn \$10 per 2x2L case and/or \$6 per 2x1.25L case for every case of eligible products ordered within 60 days of equipment installation.

Start serving consistently exceptional coffee while reducing labor and waste:

- Easy to use, on-demand, cup-by-cup dispensing
- Easy to load and takes only 3 minutes to clean*
- Low waste — no leftovers, filters or wet grounds

Fill Out and Mail with Proof of Purchase

Qualifying Products:

Item #	Description	Cases Purchased	Item #	Description	Cases Purchased
63271	100% Colombian – 2x2L	_____	03201	100% Colombian – 2x1.25L	_____
63925	100% Colombian Decaf – 2x2L	_____	03203	100% Colombian Decaf – 2x1.25L	_____
66365	European Dark Roast – 2x2L	_____	03205	European Dark Roast – 2x1.25L	_____
69203	Gourmet Blend – 2x2L	_____	39997	Prestige – 2x1.25L	_____
60350	Kona Blend – 2x2L	_____	44199	Prestige Decaf – 2x1.25L	_____
21094	Prestige – 2x2L	_____	39789	Good Origin 100% Colombian – 2x1.25L	_____
39995	Prestige Decaf – 2x2L	_____	39787	Good Origin 100% Colombian Decaf – 2x1.25L	_____
39791	Good Origin® 100% Colombian – 2x2L	_____	4727	Dunkin' Donuts Original Blend – 2x1.25L	_____
4602	Dunkin' Donuts® Original Blend – 2x2L	_____	4604	Dunkin' Donuts Decaf – 2x1.25L	_____

_____ X \$10 = _____ _____ X \$6 = _____

Total Cases Purchased	Total 2x2L Rebate (A)	Total Cases Purchased	Total 2x1.25L Rebate (B)
_____	_____	_____	_____

TOTAL REBATE = _____
A + B



*Cafitesse C-300 Dispenser

Send to: H1 FY12 Cafitesse Conversion Offer, PO Box 2048, Brownsdale, MN 55918

Make Check Payable To:

Establishment: _____
 Name: _____ Title: _____
 Address: (No PO Boxes) _____
 City: _____ State: _____ Zip: _____
 Email: _____ Phone: _____

Check here if you would like to receive e-mail offers from Sara Lee.

Primary Distributor: _____
 City: _____ State: _____

Type of Operation: (check one)

Commercial Restaurants

- Traditional QSR/Fast Food
- Fast Casual/Quick Casual
- Midscale/Family Dining
- Casual Dining
- Fine Dining
- Bars & Taverns
- Traditional Bakeries
- Farm Stands

Non-Commercial/Beyond Restaurants/Onsite Feeding

- Business & Industry
- Hospitals
- Traditional Nursing Homes
- Retirement Communities
- Schools (K-12)
- Colleges & Universities
- Vending
- Office Coffee Service (OCS)
- Military
- Lodging
- Casinos/Gaming
- Corrections
- Supermarket Deli

- Mass Merchandisers
- Club Stores
- Recreation
- Airlines/Travel
- Cruise Lines
- Stadiums/Arenas

TERMS AND CONDITIONS

Eligible Customers: Foodservice operators who are new customers will receive a rebate of \$10.00 per case on purchases of eligible 2x2L Douwe Egberts Cafitesse coffee cases and \$6.00 per case on purchases of eligible 2x1.25L Douwe Egberts Cafitesse coffee cases. A new customer is an eligible foodservice operator that does not have any Douwe Egberts Cafitesse equipment or has not purchased Douwe Egberts Cafitesse coffee since January 1, 2011. Convenience Stores and Commercial National Accounts are not eligible to participate. Chain headquarters may submit for multiple locations and request one combined Cafitesse rebate check. However, reports submitted must show individual store addresses and purchase information. Rebates must be submitted individually by foodservice operators. No bulk submissions or third-party submissions will be accepted. Amount of cases discounted is limited to normal run-rate of products, no loading allowed. **Qualifying Products:** Products listed above. **Effective Dates:** Qualifying product purchases must be made for equipment installed between July 1, 2011 and September 30, 2011 and must be ordered within 60 days immediately following the date of equipment installation. Request for rebate must be postmarked by December 31, 2011. Please allow 4-6 weeks for rebate to arrive. Promotion payouts will be paid on cases ordered within the 60 days after equipment installation. Payouts could be made on volume ordered up to November 29, 2011 if a customer first orders on the last day of the promotion (9/30/11). **Proof of Purchase:** Copies of distributor invoice(s) showing qualifying product purchases must be attached to this coupon. Distributor velocity reports will only be accepted if they include Sara Lee item numbers, specific invoice numbers, dates and purchase prices. Misuse constitutes fraud. Offer cannot be combined with any other Sara Lee Foodservice offers. Void where prohibited, licensed, taxed or restricted by law. Information submitted shall be the property of Sara Lee.