

# 2 Ways to Save on Wild Alaskan Pollock in 2017



Buy Alaskan Pollock: Operators are eligible for a rebate of \$5/case (up to \$300) on participating Alaskan Pollock products.



Add Alaskan Pollock to your Menu: Operators who add Alaskan Pollock to their menu for the first time are eligible for up to \$250 to be paid toward the cost of reprinting or restyling their menu.



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# Wild Alaskan Pollock

is one of the most abundant and sustainable seafood species in the world.

A cousin to Cod and similar in flavor, texture, and appearance,

## Alaskan Pollock's

lean, snowy-white meat, delicate texture, and mild flavor make it an extremely versatile and healthy seafood choice.

**It's what consumers want:** a healthy, sustainable, wild-caught seafood species that tastes great and is affordable.



When you add an Alaskan Pollock item to your menu, make sure you call it out:

**94%** of consumers say they are more likely to order a seafood item when the word "Alaska" is used as a menu descriptor.

(Datassential 2016)

See requirements and list of participating products for details.

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PRODUCT CODE	PRODUCT DESCRIPTION	PACK SIZE	QTY	REBATE AMOUNT	TOTAL REBATE
<b>PARTICIPATING PRODUCTS</b>					
424912	Wildly Simple™ Pan Redi™ Alaskan Pollock	3/16.5 lb		\$5.00	
424913	Wildly Simple™ Alaskan Pollock Redi Cuts™	1/10 lb		\$5.00	
424914	Wildly Simple™ Skillet Redi™ Alaskan Pollock	1/20 lb		\$5.00	
424915	Wildly Simple™ Batter Redi™ Alaskan Pollock	1/22 lb		\$5.00	
418445	Pubhouse Golden Ale® Beer Battered Alaskan Pollock (2 oz)	1/10 lb		\$5.00	
418446	Pubhouse Golden Ale® Beer Battered Alaskan Pollock (3 oz)	1/10 lb		\$5.00	
418447	Pubhouse Golden Ale® Beer Battered Alaskan Pollock (8 oz)	1/10 lb		\$5.00	
421799	Alaskan Pollock Burger (3.2 oz)	1/10 lb		\$5.00	
421800	Alaskan Pollock Burger (4 oz)	1/10 lb		\$5.00	
424614	SEALEGS® Real Simple Surimi	4/2.5 lb		\$5.00	
413896	Crispanko™ Breaded Alaskan Pollock Sandwich Portion (3.8 oz)	1/10 lb		\$5.00	
420209	Redi Grilled Alaskan Pollock (4 oz)	1/10 lb		\$5.00	

\$

## REQUIREMENTS

### Case Rebate

- Offer valid ONLY for the products listed above purchased between June 1, 2017 and December 31, 2017.
- Chains may participate on an individual basis.
- This offer cannot be combined with any other rebates, allowances, or national account contracts or used on products purchased in bids.
- Cases redeemed against this offer cannot be redeemed against other Trident Seafood rebate offers.
- This offer is valid for foodservice operators only; distributors cannot redeem rebates for operators.
- Trident Seafoods reserves the right to audit requests for payment and reserves the right to cancel this offer at any time. Only reasonable purchase prices will be considered.
- All rebates must be postmarked by January 30, 2018.
- Void where restricted, taxed, or prohibited by law.
- Please allow 8-12 weeks for delivery of rebate check.

### Menu Reprinting Rebate

- Operators who do not currently menu Alaskan Pollock but who add a participating product to their menu may be eligible for up to an additional \$250 to be paid toward the cost of reprinting and/or restyling their menu.
- To be eligible for the reprinting rebate, operators must submit a copy of their menu prior to adding Alaskan Pollock, a copy of their menu after adding Alaskan Pollock, a copy of the invoice showing costs for menu reprinting/restyling, and proof of the purchase of items included in this promotion from Trident Seafoods during the promo period.
- Operators must call out Alaskan Pollock on their menu to be eligible.
- Trident will pay out the exact amount for menu reprinting/restyling as shown on the invoice, up to \$250.

NAME/Title: \_\_\_\_\_

ESTABLISHMENT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_ DATE: \_\_\_\_\_

PHONE (w/area code): \_\_\_\_\_

EMAIL: \_\_\_\_\_

FACSIMILE (w/area code): \_\_\_\_\_

PRIMARY DISTRIBUTOR: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

AVERAGE # OF MEALS SERVED PER DAY: \_\_\_\_\_

Yes, I would like to receive occasional email updates from Trident Seafoods.

#### Menu Type (check one)

- |                                 |  |                                      |
|---------------------------------|--|--------------------------------------|
| <input type="checkbox"/> Varied | <input type="checkbox"/> Italian       | <input type="checkbox"/> Seafood     |
| <input type="checkbox"/> Asian  | <input type="checkbox"/> Mexican       | <input type="checkbox"/> Steak       |
| <input type="checkbox"/> Bakery | <input type="checkbox"/> Pizza         | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> BBQ    | <input type="checkbox"/> Sandwich/Deli |                                      |

#### Type of Operation (check one)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Bar & Tavern        | <input type="checkbox"/> Full Serv. Midscale/Family | <input type="checkbox"/> K-12 Schools  |
| <input type="checkbox"/> Business & Industry | <input type="checkbox"/> Full Serv. Casual Dining   | <input type="checkbox"/> Military      |
| <input type="checkbox"/> Cafeteria & Buffet  | <input type="checkbox"/> Hotel/Motel                | <input type="checkbox"/> Nursing Home  |
| <input type="checkbox"/> Caterers            | <input type="checkbox"/> Hospitals                  | <input type="checkbox"/> Quick Service |
| <input type="checkbox"/> College & Univ.     |   | <input type="checkbox"/> Retail Hosts  |
| <input type="checkbox"/> Fast Casual         |   | <input type="checkbox"/> Senior Living |

#### Ownership (check one)

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Chain       | <input type="checkbox"/> Contract Management |
| <input type="checkbox"/> Independent |  |

**Send completed form along with proof of purchase (Distributor Invoices) and all other documents:**

Trident Seafoods Fulfillment Center, Rebate Redemption Center, PO Box 988, Brunswick, OH 44212

