

PUT OUR BRANDS TO WORK.

EARN UP TO \$250

cash back when you feature

MorningStar FARMs

INCOGmeato MorningStar FARMs

ON YOUR MENU



WHEN IT COMES TO PLANT-BASED, BRANDS MATTER.



65% of consumers are more likely to order a plant based protein brand they recognize.<sup>1</sup>



MorningStar Farms® is the #1 plant-based brand consumers want in foodservice.<sup>2</sup>

EARN CASH BACK ON YOUR PURCHASES.

TIER 1  
BUY 10-15 CASES, EARN  
**\$100**  
CASH BACK

TIER 2  
BUY 16-20 CASES, EARN  
**\$150**  
CASH BACK

TIER 3  
BUY 21+ CASES, EARN  
**\$250**  
CASH BACK

LEVERAGE YOUR REWARD TO DO MORE.

Here are some ideas to help your business!



Treat Your Employees

Keep your staff motivated with a special reward.



Drive More Traffic Through Paid Social

Promote and geo-target posts to stay top-of-mind with guests.



Thank Your Patrons

Throw in a free dessert or a coloring book for the kids.

For questions, recipes, or to request a copy of our logos, visit [www.KelloggMenuMention.com](http://www.KelloggMenuMention.com)\*

Kellogg's  
AWAY FROM HOME  
AHEAD OF THE CRAVE

\*Licensing agreement must be signed to access logos. 1. Foodservice Veggie Burger CLT, Brisant Group Dec. 2018. 2. Plant-Based Protein A&U Study, Datassential, May 2019 ©, TM, ©, 2021 Kellogg NA Co.

# CALCULATE YOUR SAVINGS:

**Enter number of cases purchased in the table below.**

Your total number of cases purchased during the promotional period determines your savings tier. Select the check box for your savings tier.

Item #	Product Description	Case	# of Cases Purchased
<b>28989-10338</b>	Incogmeato™ Vegan Breakfast Sausage Patties	48ct./2.25oz.	
<b>28989-10331</b>	Incogmeato™ Vegan Ready To Cook Burgers	36ct./4.25oz.	
<b>28989-10357</b>	Incogmeato™ Vegan Plant Based Ground	12ct./1lb.	
<b>28989-10359</b>	Incogmeato™ Homestyle Chik'n Tenders	1ct./10lb.	
<b>28989-97152</b>	MorningStar Farms® Veggie Breakfast Sausage Patties	112ct./1.34oz.	
<b>28989-31651</b>	MorningStar Farms® Vegan Chipotle Black Bean Burgers	48ct./4.25oz.	
<b>28989-10330</b>	MorningStar Farms® Vegan Chorizo Crumbles	2ct./5lb.	
<b>28989-10230</b>	MorningStar Farms® Vegan Sausage Style Crumbles	2ct./80oz.	
<b>28989-10202</b>	MorningStar Farms® Vegan Original Chik Patties®	64ct./2.5oz.	
<b>28989-97762</b>	MorningStar Farms® Vegan Chik'n Nuggets	212ct./0.75oz.	
<b>28989-97712</b>	Gardenburger® Malibu Vegan Burger	48ct./3.2oz.	

**TOTAL SAVINGS:**

**Tier 1** 10-15 Cases = **\$100 Rebate**

**Tier 2** 16-20 Cases = **\$150 Rebate**

**Tier 3** 21+ Cases = **\$250 Rebate**

**KELLOGG'S® AWAY FROM HOME MENU MENTION PROGRAM Official Terms & Conditions KELLOGG'S® AWAY FROM HOME FOODSERVICE ACCOUNTS PURCHASING THROUGH A FOODSERVICE DISTRIBUTOR:**

Begins on 1/1/21 through 12/31/21 ("Promotion Period");

- Kellogg's® Away From Home Foodservice Operators will earn a rebate by purchasing cases of Participating Products from a Foodservice Distributor during the Promotion Period ("Qualifying Purchase") and featuring the MorningStar Farms® logo on their menu. Full listing of Participating Products and rebates amounts per case are noted above. Valid for new operators (have not purchased in the last three months).
- Receive a rebate for qualifying purchase (see chart for rebate amounts) to be provided in the form of a check to the Foodservice Operator's account on behalf of the qualifying Foodservice Operator. Rebate checks will ship directly from Sponsor's fulfillment provider to the qualifying Foodservice Operator's account for the value of the rebate. Maximum amount of rebate that can be earned during the Promotion Period is \$250 per participating foodservice account.
- To redeem, go to [www.KelloggMenuMention.com](http://www.KelloggMenuMention.com) to enter your location information and upload a picture of your menu and corresponding product purchase information. Alternatively, mail-in the completed Kellogg Redemption Form, proof of Qualifying Purchase, and a copy of your menu in an envelope with sufficient postage affixed to: Kellogg's Away From Home Menu Mention Program, P.O. Box 1007, Brownsdale, MN 55918-1007. A copy of the menu and proof-of-purchase to be submitted in the form: a copy of a distributor's invoice or velocity report showing proof of Qualifying Purchase; and attached to the rebate form. Participating Products must be clearly described on the proof of Qualifying Purchase and must be identified by circling or highlighted. No promotional allowances will be allowed without proper documentation (i.e. distributor invoices). Handwritten invoices will not be accepted. Invoices must include both the operator and the distributor's name and address. Computer reports will be accepted if they contain appropriate dates and clear separation of customer purchasing details. Customer information must be included in full. Allow 4 – 6 weeks for payment.
- Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail/submissions. No altered or forged submissions will be accepted. All submissions become the property of Sponsor and will not be returned. Sponsor is not responsible for any change of mailing address and/or phone number of participants. Sponsor reserves the right to audit submissions.
- Offer not valid for K-12 or contracted customers. Purchases from warehouse clubs, cash and carry, or resale are not eligible for this offer. Offer valid for consuming accounts only. Chains and affiliated groups must participate on an individual basis. If an operator claims multiple locations, a list of individual unit's Address, City, State and Zip must be included. Proof of purchase must be provided by individual unit.
- Limit one (1) rebate submission per consuming account. Accounts with multiple units must submit on an individual unit basis. Rebate offer must be submitted individually by Foodservice Operators. No bulk submissions or third-party submissions will be accepted.
- Multi-unit operators require a rebate form for each selling location. Purchases must be in full cases; partial cases will not be accepted. This offer cannot be used in conjunction with any other Kellogg's® Away From Home promotion on the Participating Products or purchases made by non-profit bid. Offer is void where prohibited.
- Licensing agreement must be signed to access logos. Please visit [www.KelloggMenuMention.com](http://www.KelloggMenuMention.com) for more information.

Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016 ©, ™, © 2021 Kellogg NA Co.

Established Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address (No P.O. Boxes, please): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Please include me in E-mail notifications for Kellogg's® Specialty Channels.

Distributor Name: \_\_\_\_\_

Distributor City/State: \_\_\_\_\_

Are you affiliated with a Contract Management Company?  yes  no If yes, which Contract Management Company? \_\_\_\_\_

Primary Type of Operation? (check one):

QSR  Casual Dining  Fast Casual  Business & Industry  College & University  Lodging  Hospital  Recreation  Other (Please Specify) \_\_\_\_\_

**For questions, recipes, or to request a copy of our logos, visit [www.KelloggMenuMention.com](http://www.KelloggMenuMention.com)\***

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