

Spring Brunch Celebrations...

BETTER WITH BOURSIN®!

**BUY 1*
GET 1****

Flip over for details
on this limited-time
promotional offer.

**EXTENDED THROUGH
END OF YEAR!**



Just in time for the busiest brunch season of the year, Bel Brands is featuring a **BUY 1* GET 1 FREE**** case offer on Boursin products – including classic Boursin® Professional Gournay Cheese, Garlic & Fine Herbs, now available in foodservice sizing with resealable packaging.

Boursin® Professional Gournay Cheese elevates brunch favorites with its herbaceous flavor and creamy yet crumbly texture.



For this simply fabulous
5-ingredient frittata
and other recipe inspiration, visit
BelBrandsFoodservice.com



QUICK BRUNCH MENU HITS

Try these easy applications to create **MENU DIFFERENTIATION** by adding Boursin:

- Feature in an omelet
- Spread onto artisan toast
- Scatter over a brunch flatbread
- Incorporate into a savory croissant bake
- Include on a brunch board, along with waffle sticks, maple syrup, peppered bacon strips, prosciutto curls, fresh fruit and bagel chips

BOOST PROFITS

There's only one Boursin® Gournay Cheese, and it carries **RECOGNIZABLE VALUE** on menus.

- Premium quality and high value perception allow operators to charge more
- Menu versatility and food cost make it a sound profit generator
- High-impact ingredient requires minimal labor to amplify simple recipes

Product Description	Bel Item #	DOT #	Pack Count Per Case
5.2 OZ Boursin® Gournay Cheese - Shallot & Chive	410037	632474	6
5.2 OZ Boursin® Gournay Cheese - Garlic & Fine Herbs	410190	525079	12
5.2 OZ Boursin® Gournay Cheese - Cracked Black Pepper	410229	629019	6
5.2 OZ Boursin® Gournay Cheese - Basil & Chive	440083	670100	6

Product Description	Bel Item #	DOT #	Pack Count Per Case
3 LB Boursin® Garlic & Herb Culinary Cheese Spread	450024	714173	3
6.0 OZ Boursin® Dairy-Free Garlic & Herbs Cheese Spread Alternative	453844	727643	6
2.3 LB Boursin® Professional Garlic & Fine Herbs Gournay Cheese - Original Recipe	453277	728531	2
26.5 OZ (1.6 LB) Boursin® Professional IQF Frozen Gournay Cheese Cubes	452076	729791	4

BUY 1 CASE*, GET 1 FREE** ON FEATURED BOURSIN® PRODUCTS



Redeem online at www.fspromos4u.com/boursin and enter the quick access code: **SpringBOGO2022** or mail completed form to:
Boursin Spring Bogo, P.O. Box 2050-BB, Brownsdale, MN 55918.

Valid only for product codes/SKUs listed on this offer purchased through a foodservice distributor. Promotion period is April 1, 2022 - November 30, 2022. Offer valid only on 1 SKU per redeeming operator location. Maximum total rebate value of \$75 per case. Only licensed foodservice operators physically located in the United States qualify for this offer. Must purchase a minimum of 2 cases of the same product. One coupon/redemption per location or headquarters address. Headquarters may submit for multiple locations and request one combined rebate check; however, reporting must show individual store addresses and purchase information with a maximum redemption of 50 locations. This offer is not valid for school or military bids, and operator members of a Group Purchasing Organization. Offer does not apply to Resale, Bid, Contract Managed Accounts, or GPO corporate offices. Offer invalid for resale, cash/carry, club store and c-stores. Any other use constitutes fraud. Bel Brands USA has final decision on the interpretation of the terms and conditions of this program and reserves the right to cancel this program at any time. Void where prohibited. Distributor invoices or tracking reports must accompany rebate form and include Boursin product codes, operator and distributor business name and appropriate purchase dates and be postmarked by December 31, 2022. Allow 4-6 weeks for fulfillment. Not valid in conjunction with any other Bel Brands Foodservice offers. For rebate questions, email Boursin@reply4info.com

Please complete the following:

Establishment Name: _____

Contact Name: _____

Title: _____

Phone Number: _____

Fax Number: _____

E-mail Address: _____

☐ Yes, I would like to receive Bel Brands promotional offerings and updates via e-mail.

Address (No P.O. Boxes, please): _____

City, State, Zip: _____

Distributor Name: _____

Distributor City/State: _____

Secondary Distributor: _____

How did you hear about this program? (check boxes)

☐ Sales Rep ☐ Distributor Sales Rep ☐ Tradeshow ☐ Website ☐ E-mail ☐ Mailing ☐ Other

Primary Type of Operation (Check One):

<input type="checkbox"/> College/University	<input type="checkbox"/> Hotel/Motel	<input type="checkbox"/> Nursing Home/Care Facility
<input type="checkbox"/> Fast Food/Quick Serve	<input type="checkbox"/> Business/Industry	<input type="checkbox"/> Retirement Community
<input type="checkbox"/> Family/Casual Dining	<input type="checkbox"/> Recreation/Entertainment	<input type="checkbox"/> Other
<input type="checkbox"/> Correctional Institution	<input type="checkbox"/> Hospital	
<input type="checkbox"/> Daycare	<input type="checkbox"/> Military	

* Offer valid only with a minimum purchase of 2 cases of the same product.

** After rebate submission.



Merkts



Prices