



OPERATOR SUCCESS PROGRAM

EARN POINTS | LEVEL UP | GET REWARDS

Join now to earn valuable rewards for buying products
and trying new categories





OPERATOR SUCCESS PROGRAM



ABOUT THE PROGRAM

Welcome to the easiest way for your operation to earn valuable rewards – the Operator Success Program (OSP) from Conagra Foodservice! We reward you simply for buying products and trying new categories! You can join for free and your points never expire as long as you're in the program.

How the Program Works

Sign up now and you can:

1. Earn points for purchases and other participation
2. Level up when you spend points or buy from a product category that's new to you
3. Get rewards including rebates, free products and much more

Program Levels

There are three levels and the rewards get even greater every time you level up.

LEVEL	HOW TO ACHIEVE IT	REWARDS
Silver	Simply sign up today	<ul style="list-style-type: none">• Access to Conagra Foodservice Rebates• Ability to Spend Points
Gold	Buy from one product category that's new to you or spend 2,000 points	<ul style="list-style-type: none">• Access to Gold Level Rebates• Access to All Silver Rewards
Platinum	Buy from two product categories that are new to you or spend 6,000 points	<ul style="list-style-type: none">• Access to Platinum Level Rebates• Access to All Gold Rewards

PROGRAM CATEGORIES

Try new foodservice categories, earn more points. It's that easy. Here are the categories and brands in the Operator Success Program. See the Foodservice Full Line Catalog for complete listing of qualifying SKUs.

Baking	Beans	Biscuits	Canned Entrées
Cheese Sauce	Cocoa	Condiments	Cooking Sprays
Dessert Toppings	Ethnic	Frozen Meals	Frozen Vegetables
Gluten Free	Griddle	Meat	Pizza
Plant Based Protein	Snacks	Spreads	Syrups
Tomatoes	Whipped Toppings		



POINTS AND REBATES

EARNING POINTS

There are many ways to earn points and they never expire as long as you're in the program.

Action	Points Earned
Complete Your Profile	30 points
Validate Your Email	20 points
Take a Survey	10 points
Refer a Peer	10 points
Purchase a Case of Any Product	10 points per case

TYPES OF REBATES

There are two rebate types as shown below. All Conagra rebates will be included in the program. Distributor rebates are not included.

Rebate Type	Who Qualifies	Includes
1. Universal Rebates	Anyone in the program	<ul style="list-style-type: none">• All Brand Rebates• Brand Rewards• Trial Rewards Rebates
2. Exclusive Level Rebates	Based on Program Level	<ul style="list-style-type: none">• Exclusive rebates for each level• The higher you go, the more you can earn• Segment-specific rebates• Seasonal rebates

————— Visit www.ConagraOSP.com to find the newest rebates! —————

RECEIVING REWARDS

Here are some of the rewards you can earn in the program:

- Free Case to try when you reach the Platinum Level
- Buy a one-time use rebate from the level above your level
- Limited Offer! Ideate new menu items on a 30-minute call with a Conagra Foodservice Chef
- Receive branded merchandise

And many more!



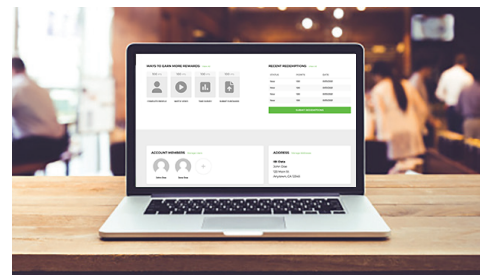
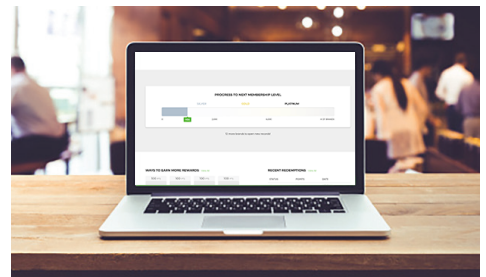
OPERATOR SUCCESS PROGRAM



OPERATOR EXAMPLE

Meet Christina

- She owns an ice cream parlor in Kansas City
- Christina enrolls in OSP and automatically enters at the Silver Level
- Her operation regularly purchases J. Hungerford Smith Old Fashioned Chocolate Fudge, which is in the Dessert Toppings Category
- Christina purchases a case of Reddi-wip Extra Creamy Whipped Topping for the first time, which is in the Whipped Topping Category
- Because Reddi-wip is a “new to you” category for Christina, she moves up to OSP Gold Level
- Now she can earn even more points plus larger rebates and rewards
- If Christina buys from two more categories that are new to her, she will move all the way up to Platinum Level and enjoy the most benefits



PROGRAM FAQ

Q. How many points do I have when I sign up for the Operator Success Program?

A. You enter at the Silver Level as soon as you make a purchase, or as soon as you complete your profile and validate your email.

Q. Is there a contract required?

A. There is no contract. You can join or leave at any time. If you do leave the program, your information will be saved for one year before your points total reverts to zero.

Q. What are the Terms & Conditions?

A. You can view the Terms & Conditions on the following page.

Q. Is there a maximum payout amount?

A. There is no maximum payout for the program. However, individual rebates will still have applicable limits.

Q. What is a “new to you” category?

A. “New to you” is a category of products you have not purchased from before.

Q. How can I move up to the next level?

A. You can level up through two methods based on the level you are at.

- To move from Silver to Gold: Buy from one product category that’s new to you or spend 2,000 points.
- To move from Gold to Platinum: Buy from two product categories that are new to you or spend 6,000 points.

Q. How long can I remain in the Gold or Platinum Levels?

A. You can remain in the level indefinitely if you continue to purchase from the “new to you” categories that earned you the level. If you used points to reach the level, you will remain in that level for one calendar year unless you buy from a “new to you” category.

Q. How do I receive cash back?

A. Cash back can be paid via check that will be mailed to you or ACH payment. You can select a payment method on the enrollment form.

For more questions or additional information,
please visit www.ConagraOSP.com or call 800-357-6543

PROGRAM ENROLLMENT FORM



SIGN UP TODAY AND START EARNING REWARDS

Complete the form and mail it in or enroll online at ConagraOSP.com

Establishment Name: _____

Contact Name: _____

Job Title: _____

Street Address: _____

City: _____

State: _____ ZIP: _____

Phone: _____

Email: _____

Yes, I'd like to receive offers, product and program information via email.

Preferred Method of Payment: Check ACH Transfer*

*ACH Transfer requires additional form to be filled out. Email required.

If no payment method checked, default is by check.

Primary Distributor: _____

Distributor City: _____ State: _____

Broker Sales Rep: _____

Brokerage Location: _____

My foodservice operation can best be described as:

Casual Dining Recreation/Entertainment

Hospital Catering

Family Dining Convenience Store

Long-Term Care Vending/OCS

K-12 School Business Dining

Bar/Tavern College and University

QSR Other _____

Sandwich/Bakery Café

Number of Units: _____

Seasonal Operation: Yes No

Seasonal Period: _____

Dayparts served (check all that apply):

Breakfast Dinner

Lunch Snacks/Take-Out

Send completed form to:
Operator Success Program
P.O. Box 2025
Brownsdale, MN 55918

OPERATOR ELIGIBILITY

- This program is available only to Foodservice Operators who purchase any of the eligible Conagra Foodservice branded products. Distributor and Chain Operator-labeled products do not qualify for this program. See Foodservice Full Line Catalog for complete listing of qualifying SKUs.
 - Contractor Bid Operators are ONLY eligible to redeem on the SKUs where they DO NOT have deviated or contract pricing.
 - Operators affiliated with a GPO are ONLY eligible to redeem on the SKUs where they DO NOT have contract pricing.
 - Same case purchases cannot be used across multiple submissions by more than one Buying Group or Redemption House. Buying Groups and Redemption Houses must provide individual unit address details in advance of submission. Once unit listing is approved, payout will be based on the performance of each individual unit.
 - Multi-unit establishments may enroll as individual locations or as a single entity. Individual unit addresses and purchase details must be provided. If submitting as individual locations, payout will be based on the number of categories purchased by each location. Checks will be mailed to the individual locations. If submitting as a single entity, payout will be based on the total number of categories purchased across all locations divided by the number of units. One check or ACH transfer will be sent to the designated headquarter location.
Here is an example for a multi-unit establishment:
 - Operator A: Has previously purchased Dessert Toppings
 - Operator B: Has previously purchased Canned Entrees & Dessert Toppings
 - Operator C: Has previously purchased Tomatoes
- If operator C buys Dessert Toppings, it is NOT counted as a new-to-you category. If Operator C buys Cooking Sprays, all 3 operators in the group go up a Tier.

TERMS AND CONDITIONS

- Retail, Distributor and Chain Operator-labeled products do not qualify for this program. Partial cases are not eligible. See Foodservice Full Line Catalog.
- Operators must be enrolled in program to participate. Enrollment is only needed once for ongoing program participation. Operators may start redeeming beginning with the date of their enrollment. No back dating will be allowed.
- Purchases used on this program may not be used for redemption on other Conagra Foodservice programs, unless otherwise noted.
- Rebates will be paid via check or ACH transfer directly to Foodservice Operators once proper documentation has been received and verified. Payment will be processed and sent out within 2-4 weeks for online submissions and 4-6 weeks for standard mail. There may be delays in processing checks if improper documentation is received with the submission.
- Conagra Foodservice reserves the right to audit requests for payment and reserves the right to cancel or modify this program at any time.

PROOF OF PERFORMANCE

- Foodservice Operators must submit valid proof of performance (e.g., invoice copies or computer-generated distributor velocity reports), which must include distributor name, invoice number, date of sale, customer name, corresponding Conagra Foodservice UPC codes, invoice price and individual case quantities for purchases made during the claim period.
- No personal Excel spreadsheets or handwritten invoices allowed as proof of performance.
- Invalid for resale, cash/carry, and club stores.



JOIN THE OPERATOR SUCCESS PROGRAM TODAY

To register, please visit www.ConagraOSP.com

For questions, call **800-357-6543**



Scan this code to go directly to
the Conagra Foodservice website
conagrafoodservice.com



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