



ROLLER GRILL

Smithfield®

SERVE WHAT YOU LOVE

**LET THE
GOOD TIMES
ROLL**

**SMITHFIELD OFFERS TOTAL SUPPORT
FOR YOUR ROLLER GRILL PROGRAM.**

TURN MORE PROFITS

WHAT THE SMITHFIELD® ROLLER GRILL PROGRAM CAN DO FOR YOU.

A convenience store just isn't convenient without a real deal roller grill. Serving up hot dogs and smoked sausages, rollers help you quickly satisfy the cravings of your customers. Research shows that, next to pizza slices, consumer are more likely to purchase a hot dog than any other prepared item at C-stores.



SPIN CONTROL FROM SMITHFIELD

When it comes to optimizing profits from roller grills, Smithfield is your go-to business-building resource.

We offer a hot dog and smoked sausage merchandising program that will attract hungry customers. Best of all, when you buy Smithfield products, you earn rebates to offset the costs of that merchandising.

THE PROGRAM OFFERS

BUN HOLDERS

SNEEZE GUARDS

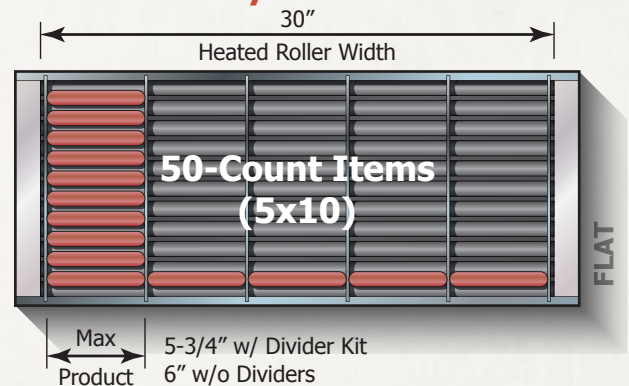
CONDIMENT DISPENSERS

MENU BOARDS

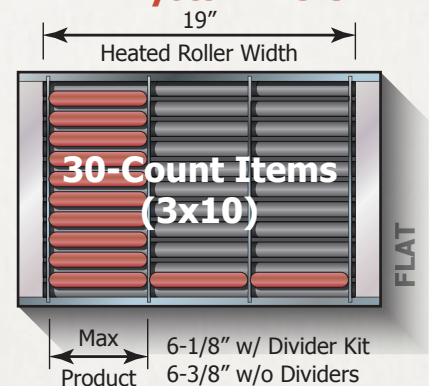
ALL ACCOMPANYING SIGNAGE AND MORE

TWO SIZES OF ROLLER GRILLS

APW Wyott - HRS-50



APW Wyott - HRS-31





A WELL- ROUNDED **PROGRAM**

WHAT ARE THE KEY COMPONENTS AVAILABLE TO YOUR OPERATION?

From bold graphics to head-turning full-color photography, the Smithfield Roller Grill Program offers the merchandising support and delicious tastes from the brands your customers love. We make available everything you need to attract and satisfy your on-the-go customers and increase sales. Smithfield's variety of hot dogs and smoked sausages are customer favorites. You'll want to stock plenty, because they won't last long.

EQUIPMENT

Roller Grills two sizes available to fit your particular operation's needs

Bun Boxes two sizes

Sneeze Guards to protect customers from the spread of germs

POS AND SMALL WARES

Tongs & Holder for safe handling

Grill Stands & Sleeves to identify products on the grill

Flavor IDs insert for grill stand to identify product on the grill

Condiment Dispensers to fill with sauces

MERCHANDISERS

Menu Boards for attaching to roller grills

HANGING MERCHANDISERS

Menu Boards for hanging from the ceiling

BRANDED MERCHANDISER

Merchandising Menu Board

Tongs Holder

Sneeze Guard

Flavor IDs

Bun Box



SMOKED SAUSAGE

Specifically formulated for roller grill performance, our variety of smoked sausage includes the following flavors: Original Beef, Kielbasa, Cheddar and Jalapeño Cheddar



HOT DOGS

Specifically formulated for roller grill performance, our hot dogs are available in meat and all-beef options from Smithfield.

HOW TO GET ROLLING!

FIND ANSWERS TO FREQUENTLY ASKED QUESTIONS HERE.

HOW DO I ORDER MY GRILL & ACCESSORIES?

Simply fill out an order form, and email it to Food Concepts, Inc. at customerservice@foodconcepts.com or fax: 608-831-2257. Be sure to keep a copy of the order form to send in with your rebate.

HOW DO I RECEIVE MY SMITHFIELD REBATE?

1. Include copies of the following items:
 - a. Copy of the original order form.
 - b. Smithfield rebate form included in this brochure.
 - c. Distributor invoices showing purchases of Smithfield products.
(Note: Invoices must be for purchases made after the purchase date of the program equipment.
 - d. Completed W-9 form that is required by Smithfield Accounting Department.
2. Mail the above to the following:
Smithfield Roller Grill Rebate
P.O. Box 552
Traverse City, MI 49685
3. Rebate will be processed within 6-8 weeks of receipt.



LET SMITHFIELD TURN YOUR WORLD AROUND

We give you everything you need to give your menu a competitive advantage. When it comes to your operation, no one offers more successful solutions than Smithfield. For additional information on the Roller Grill Program, contact your Smithfield Culinary sales representative, call 888-327-6526 or visit SmithfieldCStore.com.



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Follow us on Instagram!
[@SmithfieldCulinary](https://www.instagram.com/SmithfieldCulinary)

Smithfield Culinary Mobile App
Now Available! Download it today!



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Smithfield® Hot Dogs & Smoked Sausage Merchandising Program Rebate

FOR FIRST SUBMISSION: Complete this rebate coupon, attach a copy of the equipment order form, with copies of your distributor invoices showing the purchase of Smithfield hot dogs and smoked sausages, and your completed W-9 form. Send to the Smithfield Rebate Redemption address shown below. Invoices must be for purchases made after the purchase date of your roller grill or other program equipment.

Operation Name _____

Contact Name & Title _____

Address _____

City _____ State _____ ZIP _____

Distributor _____

Phone _____

**Mail to: Smithfield Roller Grill Rebate
P.O. Box 552
Traverse City, MI 49685**

Questions? Call 1-877-570-5504.

Calculate your rebate here:

of cases

x \$2/case =

This rebate may be redeemed for up to the cost shown on the Smithfield® Merchandising Program Order Form for equipment ordered through this program. It can be redeemed only by the operator and must have copies of distributor invoices attached, verifying Smithfield products were purchased (after the purchase date of program equipment), along with a copy of the equipment order form verifying the purchase date of equipment from Food Concepts, Inc. Distributor reports (printouts) and bulk redemptions by distributors and/or DSR redemptions do not qualify. Rebates must be mailed from operator's location.

Operator must submit this coupon either one time for a total rebate or two times for 50% each time.

No more than two redemptions will be accepted. Different distributor invoices than the first submission, as well as a copy of the equipment order form, must accompany second rebate submission. This rebate is only valid in conjunction with the equipment listed on the order form. Other manufacturers of roller grills and accessories will not be honored.

Eligible Customers: Commercial and noncommercial foodservice operators and c-store operators. Chain operators must participate as single units. Offer applies to individual locations. National accounts and bid customers do not apply.

Limits: Offer not valid in conjunction with any other offer. Void where restricted, prohibited or taxed. Please allow 6–8 weeks for payment. Incomplete submissions will delay payment.

Eligible Products: Smithfield Hot Dogs and Smoked Sausages



Smithfield Roller Grill Products

Hot Dogs

ITEM CODE	PRODUCT DESCRIPTION	PACK SIZE (lbs.)
00070247810953	Smithfield Beef Hot Dogs, Gold Medal, 4/1, 10 lb, Frozen	2/5 lb
00070247813046	Smithfield Beef Hot Dogs, Gold Medal, 5/1, 2/5 lb, Frozen	2/5 lb
00070247811578	Smithfield Beef Hot Dogs, Gold Medal, 6/1, 2/5 lb, Child Nutrition, Frozen	2/5 lb
00070247810960	Smithfield Beef Hot Dogs, Gold Medal, 8/1, 2/5 lb, Frozen	2/5 lb
00070247810984	Smithfield Meat Hot Dogs, Silver Medal, 4/1, 2/5 lb, Frozen	2/5 lb
00070247811509	Smithfield Meat Hot Dogs, Silver Medal, 5/1, 2/5 lb, Frozen	2/5 lb
00070247811806	Smithfield Meat Hot Dogs, Silver Medal, 6/1, 2/5 lb, Frozen	2/5 lb

Specialty Smoked Sausages

ITEM CODE	PRODUCT DESCRIPTION	PACK SIZE (lbs.)
00070247135285	Smithfield Kielbasa, Gold Medal, 4/1, 6", 10 lb, Frozen	1/10 lb
00070247135292	Smithfield Kielbasa, Gold Medal, 5/1, 6", 10 lb, Frozen	1/10 lb
20027815179824	Smithfield Cheddar Smoked Sausage Links, 6/1.75 lb	6/1.75 lb
20027815179831	Smithfield Jalapeño & Cheddar Smoked Sausage Link, 6/1.75 lb	6/1.75 lb

Smithfield®
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Smithfield® Merchandising Program Order Form

ITEM NUMBER	EQUIPMENT	QUANTITY	UNIT COST	SUB TOTAL
EQUIPMENT				
SMF-APW-31	APW 31 Roller Grill	_____	\$750.00	_____
SMF-APW-50	APW 50 Roller Grill	_____	\$890.00	_____
SMF-BC-A31	APW 31 Bun Box	_____	\$207.00	_____
SMF-BC-A50	APW 50 Bun Box	_____	\$240.00	_____
SMF-SG-A31	APW 31 Sneezeguard	_____	\$205.00	_____
SMF-SG-A50	APW 50 Sneezeguard	_____	\$225.00	_____
MERCHANDISERS				
SMF-MERCH31	Smithfield Merch 31 Post & Plate Merchandiser Menu Board	_____	\$345.00	_____
SMF-MERCH50	Smithfield Merch 50 Post & Plate Merchandiser Menu Board	_____	\$355.00	_____
POS AND SMALL WARES				
SMF-FLID-4	Smithfield Flavor IDs – set of 4	_____	\$8.00	_____
SMF-TTH	Tong & Holder	_____	\$19.95	_____
SMF-GSS	Set of 5 7.25" Stands & Sleeves	_____	\$19.75	_____
SMF-DUAL-CONDI	Condiment Dispenser	_____	\$295.00	_____

Prices are subject to change. \$35 is the minimum order amount. Freight charges not included.

EMAIL OR FAX TO: Food Concepts, Inc., 2551 Parmenter Street, Middleton, WI 53562
 Email: customerservice@foodconcepts.com Phone: 800-419-9324 Fax: 608-831-2257

SHIP TO:

BILL TO: (Please Specify)

Name _____	Name _____
Address _____	Address _____
City _____ State _____ ZIP _____	City _____ State _____ ZIP _____
Phone _____ Fax _____	Phone _____ Fax _____
Contact _____	Contact _____