

getting your business rolling

Smithfield offers total support for your roller grill program.

Smithfield[®]
PORK. SOLVED.



turn more profits

what the Smithfield® Roller Grill Program can do for you.

A convenience store just isn't a convenience store without the classic roller grill. The workhorse of foodservice, roller grills also play a big part in feeding people on the go at colleges and universities, stadiums and other venues where convenience is key.

It serves up hot dogs, smoked sausages and a variety of other items to quickly satisfy the cravings of hungry customers. Research shows that, next to pizza slices, consumers are more likely to purchase a hot dog than any other prepared item at C-stores.



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 with eye-catching materials to attract hungry customers. And when you buy Smithfield products, you earn rebates to offset the costs of that merchandising.

the program offers

BUN HOLDERS

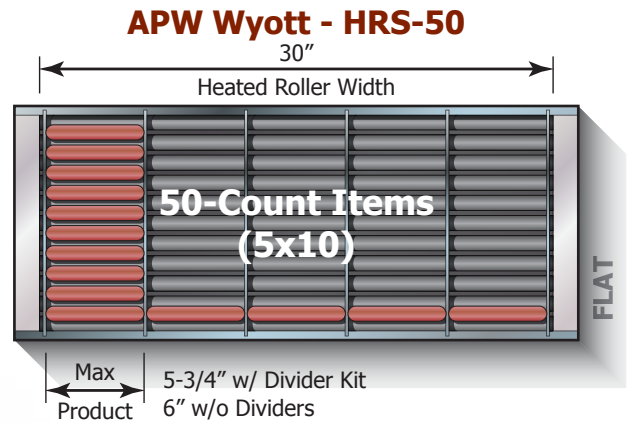
SNEEZE GUARDS

CONDIMENT DISPENSERS

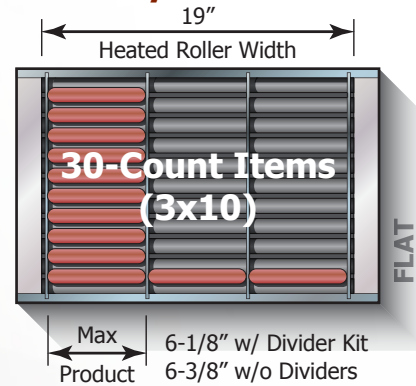
MENU BOARDS

ALL ACCOMPANYING SIGNAGE AND MORE

two sizes of roller grills



APW Wyott - HRS-31



rebate program information

To participate in the Smithfield Roller Grill Rebate Program:

1. Order the merchandising items you need.
2. Purchase the Smithfield family of brands' hot dogs and smoked sausages.
3. Send in your completed rebate form, along with a copy of your order form, invoices showing purchases and W-9.
4. Receive your check.

For additional information on the Roller Grill Program and our Roller Grill Rebate Offer, contact your Smithfield sales representative, or call 1-844-673-2668.



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

merchandisers

Menu Boards for attaching to roller grills

Hot Dogs

Specifically formulated for roller grill performance, our hot dogs are available in both all-meat and all-beef options from our Armour, Farmland and John Morrell brands.

POS and small wares

Tongs and Holder for safe handling

Grill Stands and 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 to please your customers

hanging merchandisers

Menu Boards for hanging from the ceiling



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 family of brands' delicious variety of hot dogs and smoked sausages are customer favorites. You'll want to stock plenty, because they won't last long.

Smoked Sausage

Specifically formulated for roller grill performance, our variety of smoked sausage includes the following flavors: jalapeño, Smok-y cheddar, Polish, dark lager beer bratwurst, bacon cheddar sausage, pepperoni pizza link, applewood Jack sausage, Angus beef smoked sausage and sweet chicken chili sausage. Choose from Armour and Eckrich brands.



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 CSR@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 Foodservice
Roller Grill Rebate
P.O. Box 552
Traverse City, MI 49685

3. Rebate will be processed within 6–8 weeks of receipt.

NOTE: Reimbursement may be obtained two ways:

1. One check for the total amount of the equipment with the accumulated proofs of purchase with distributor invoices.
2. Two equal payments of half now and half later with the accumulated proofs of purchase with distributor invoices.

why choose Smithfield for your roller grill needs?

We're a team of dedicated culinary professionals with a passion for pork. Our chefs are always available to share their expertise on current industry trends. And we are committed to bringing you the latest ingredients, limited-time offers and menu programs.

Smithfield.
P O R K . S O L V E D .

For additional information on the Roller Grill Program,
contact your Smithfield sales representative,
call 1-844-673-2668 or send us an email at
cstoreolutions@smithfield.com.

Smithfield[®]
P O R K . S O L V E D .

Visit us at SmithfieldFoodservice.com



Smithfield "Pork. Solved." Mobile App
Now Available! Download it today!



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 the Smithfield® family of brands' 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 Foodservice
Roller Grill Rebate
P.O. Box 552
Traverse City, MI 49685**

Questions? Call 1-844-673-2668.

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: Armour, Farmland and John Morrell Hot Dogs and Armour and Eckrich Smoked Sausages.

Smithfield® Roller Grill Products

Hot Dogs

Item Code	Brand	Product Description	Pack Size
50100 36081	Armour	5/lb Signature All Beef Frank, 6", Frz	2/5 lbs
27815 59745	Armour	5/lb Signature All Beef Frank, 6", Fresh	2/5 lbs
50100 36082	Armour	6/lb Signature All Beef Frank, 6", Frz	2/5 lbs
50100 36073	Armour	4/lb All Beef Frank, 6", Frz	2/5 lbs
50100 36075	Armour	5/lb All Beef Frank, 6", Frz	2/5 lbs
50100 36074	Armour	6/lb All Beef Frank, 6", Frz	2/5 lbs
50100 31234	Armour	8/lb All Beef Frank, 6", Frz	2/5 lbs
50100 31218	Armour	5/lb All Meat Frank, 6", Frz	2/5 lbs
50100 31232	Armour	8/lb All Meat Frank, 6", Frz	2/5 lbs
70247 813047	Farmland	5/lb All Beef, Gold Medal, 6", Frz	2/5 lbs
70247 811577	Farmland	6/lb All Beef, Gold Medal, 6", Frz	2/5 lbs
70247 810967	Farmland	8/lb All Beef, Gold Medal, 6", Frz	2/5 lbs
70100 02782	John Morrell	4/lb Gourmet Black Quality Beef Frank, 7", Frz	2/5 lbs
70100 02752	John Morrell	5/lb Gourmet Black Quality Beef Frank, 7", Frz	2/5 lbs
70100 02719	John Morrell	5/lb Superior Gold All Meat Frank, 7", Frz	2/5 lbs
70100 02712	John Morrell	8/lb Superior Gold All Meat Frank, 6", Frz	2/5 lbs

Specialty Smoked Sausages

Item Code	Brand	Product Description	Pack Size
50100 32044	Armour	5/lb Jalapeño Link, 6", Fresh	5/2 lbs
45300 30562	Armour	6/lb Breakfast Sausage, 6", Frz	2/5 lbs
27815 30532	Eckrich	5/lb Jalapeño & Cheese Sausage, 6", Frz	5/2 lbs
27815 30531	Eckrich	5/lb Smok-y Cheddar Sausage, 6", Frz	5/2 lbs
50100 32033	Eckrich	5/lb Polish Smoked Sausage, 6", Frz	5/2 lbs
27815 30737	Eckrich	5/lb Dark Lager Beer Brat, 6", Frz	5/2 lbs
27815 30219	Eckrich	5/lb Bacon Cheddar Sausage, 6", Frz	5/2 lbs
27815 30504	Eckrich	5/lb Pepperoni Pizza Link, 6", Frz	5/2 lbs
27815 00143	Eckrich	5/lb Applewood Jack Sausage, 6", Frz	5/2 lbs
27815 30769	Eckrich	5/lb Black Angus Beef Smoked Sausage, 6", Frz	5/2 lbs
27815 30240	Eckrich	5/lb Sweet Chili Chicken Sausage, 6", Frz	5/2 lbs





Smithfield® Merchandising Program Order Form

ITEM NUMBER	EQUIPMENT	QUANTITY	UNIT COST	SUB TOTAL
Equipment				
FCI-FL-APW-31	APW 31 Roller Grill	_____	\$704.10	_____
FCI-FL-APW-50	APW 50 Roller Grill	_____	\$844.95	_____
FCI-FL-BB-A31	APW 31 Bun Box	_____	\$158.65	_____
FCI-FL-BB-A50	APW 50 Bun Box	_____	\$177.91	_____
FCI-FL-SG-A31	APW 31 Sneezeguard	_____	\$193.76	_____
FCI-FL-SG-A50	APW 50 Sneezeguard	_____	\$203.86	_____
FCI-FL-DOMESG-A31	APW 31 DOME Sneezeguard	_____	\$145.70	_____
FCI-FL-DOMESG-A50	APW 50 DOME Sneezeguard	_____	\$179.86	_____
Merchandisers				
FCI-FL-APW-31-M-A	Armour APW 31 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
FCI-FL-APW-50-M-A	Armour APW 50 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
FCI-FL-APW-31-E-A	Eckrich APW 31 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
FCI-FL-APW-50-E-A	Eckrich APW 50 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
FCI-FL-APW-31-E-F	Farmland APW 31 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
FCI-FL-APW-50-E-F	Farmland APW 50 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
FCI-FL-APW-31-E-JM	John Morrell APW 31 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
FCI-FL-APW-50-E-JM	John Morrell APW 50 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
Hanging Merchandisers				
FCI-FL-APW-31-HM-A	Armour APW 31 Hanging Menu Board	_____	\$224.00	_____
FCI-FL-APW-50-HM-A	Armour APW 50 Hanging Menu Board	_____	\$224.00	_____
FCI-FL-APW-31-HM-E	Eckrich APW 31 Hanging Menu Board	_____	\$224.00	_____
FCI-FL-APW-50-HM-E	Eckrich APW 50 Hanging Menu Board	_____	\$224.00	_____
FCI-FL-APW-31-HM-F	Farmland APW 31 Hanging Menu Board	_____	\$224.00	_____
FCI-FL-APW-50-HM-F	Farmland APW 50 Hanging Menu Board	_____	\$224.00	_____
FCI-FL-APW-31-HM-J	John Morrell APW 31 Hanging Menu Board	_____	\$224.00	_____
FCI-FL-APW-50-HM-J	John Morrell APW 50 Hanging Menu Board	_____	\$224.00	_____
POS and Small Wares				
FCI-FL-FLID-A	Armour Flavor IDs – set of 2	_____	\$2.00	_____
FCI-FL-FLID-E	Eckrich Flavor IDs – set of 2	_____	\$2.00	_____
FCI-FL-FLID-FL	Farmland Flavor IDs – set of 2	_____	\$2.00	_____
FCI-FL-FLID-JM	John Morrell Flavor IDs – set of 2	_____	\$2.00	_____
FCI-FL-TONGS	Tongs & Holder	_____	\$14.95	_____
FCI-FL-GSS	Grill Stands & Sleeves (2 Sm, 2 M, 2 Lg)	_____	\$18.00	_____
FCI-FL-COND	Condiment Dispenser	_____	\$295.00	_____

EMAIL OR FAX TO: Food Concepts, Inc., 2551 Parmenter Street, Middleton, WI 53562

Email: CSR@foodconcepts.com Phone: 800-419-9324 Fax: 608-831-2257

SHIPTO:

Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Contact _____

BILL TO: (Please Specify)

Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Order By _____