

A close-up photograph of a hot dog and a smoked sausage on a black plate. The hot dog is in a bun, topped with mustard and sauerkraut. The smoked sausage is also in a bun, topped with mustard. A pile of golden-brown french fries is next to the sausages. In the background, there are two glasses of orange juice and a red napkin. A baseball ticket is partially visible at the bottom left of the plate.

Hot Dog and Smoked Sausage Merchandising Program



Dear Operator,

Farmland's Hot Dog and Smoked Sausage Merchandising Program is a great opportunity for you to get the items you need to sell more hot dogs and smoked sausages and earn greater profits! Through the program, you earn rebates to cover the full cost of every merchandising item you order just by purchasing Farmland® Hot Dogs and Smoked Sausages. Along with three different sizes of roller grills, this Farmland Merchandising Program also offers bun holders, sneeze guards, condiment dispensers, menu boards and more.

Here's how you participate in the program:

- 1) Order the merchandising items that you need.
- 2) Purchase Farmland Hot Dogs and Smoked Sausages.
- 3) Send in your rebate form, along with a copy of your order form and invoices showing purchases of Farmland Hot Dogs and Smoked Sausages.
- 4) Receive your rebate check.

Inside, you will find detailed ordering information along with an order form and rebate form. If you have any questions, please give us a call at 1-888-FARMLAND.

Sincerely,

Farmland Foodservice Marketing

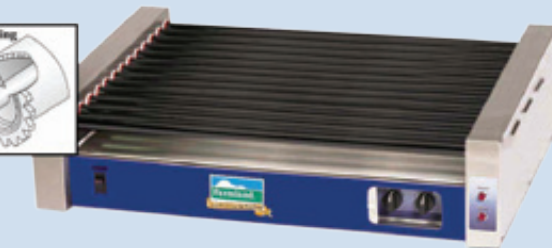
Merchandising Solutions

With bold graphics and full-color photography, the items in our program are sure to attract your customers' attention and increase your sales! If you are interested in a merchandising item that is not listed or shown, please contact us and we will see what we can do to include it.

Roller Grills

Energy-Efficient Sealed Roller Ends

Keep temperatures consistent across the entire length of the roller. No more wasted product due to uneven cooking.



Special Features

Keep your self-serve customers from tampering with your grill temperatures and ruining your valuable product with our sliding access doors.



Lets you plug in other components of your system, like our hot and cold condiment stations or our backlit menu systems.



Rolls Right Turn-Key Merchandising Systems feature our state-of-the-art roller grills along with easy-to-mount menu/merchandising systems and accessories. Give your brand a powerful presence!

Standard Graphics



Menu Board



Roller Grill

Custom Graphics

Customize your grilling station with your choice of graphics!

Choose from the following options.

Option 1: Grill 'Em Up



Menu Board



Roller Grill

Option 2: Gold Graphics



Menu Board



Roller Grill

Option 3: Blue Graphics



Menu Board



Roller Grill

*This is the standard graphic option and will be utilized unless you specify otherwise on your order form.

Menu Boards

Menu Backboard bolts directly to the roller grill ...

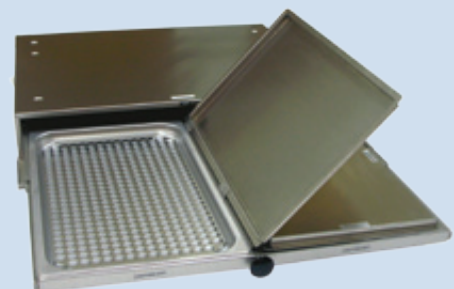
a first in the industry. Dry erase and magnetic—perfect for customizing your menu options!



Mini Push Carts

Portable serving carts hold 50–100 hot dogs, plus your choice of hot condiments (optional).

The Dog House



Heat and hold roller grill items at safe temperatures.

Never run out of food products at peak times again!



For technical and/or service-related inquiries, please contact Creative Serving at 908-688-0800.



Frequently Asked Questions

How To Receive Your Grill & Accessories

1. Fill out the attached order form.
2. Make your check payable to Creative Serving Inc. (*if you would like to purchase using a credit card, please contact Creative Serving at 908-688-0800).
3. Keep a copy of this order form to send in with your rebate.
4. Equipment will be shipped to you within 6–8 weeks after receipt of your order by Creative Serving Inc.

How To Receive Your Farmland® Rebate for Reimbursement of your Grill & Accessories

1. Attach copies of the following items:
 - a. Copy of the original order form
 - b. Farmland rebate coupon included in this information
 - c. Distributor invoices showing purchases of Farmland products. (Invoices must be for purchases made after the purchase date of the program equipment.)
 - d. Completed W9 Form that is required by Farmland Foods Accounting Department
2. Mail all of the above to the following:

Farmland Foodservice Merchandising Program Rebate Redemption
ATTN: FS Marketing
P.O. Box 20121
Kansas City, MO 64195-0121
3. Rebate will be processed within 6–8 weeks of receipt.

NOTE: Reimbursement may be obtained two separate ways:

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



Model Number	Equipment Description	Equipment Spec Information W = Width, D = Depth, H = Height, L = Length
Roller Grills		
RR 24XFL ROLLER GRILL	24-capacity roller grill with Xylan™non-stick rollers. Capacities are based on rows of 7" foodservice hot dogs.	W x D x H: 26 ½" x 17" x 9 ½"
RR 48XFL ROLLER GRILL	48-capacity roller grill with Xylan™non-stick rollers. Capacities are based on rows of 7" foodservice hot dogs.	W x D x H: 33 ½" x 24 5/8" x 9 ½"
RR 33XFL ROLLER GRILL	33-capacity roller grill with Xylan™non-stick rollers. Capacities are based on rows of 7" foodservice hot dogs.	W x D x H: 26 ½" x 23" x 9 ½"
Bun Holders & Warmers		
BH233	Bun holder for 24 & 33-capacity roller grills	W x D x H: 26 ½" x 20" x 6 ¼"
BW233	Bun warmer for 24 & 33-capacity roller grills	W x D x H: 26 ½" x 20" x 6 ¼"
BH48	Bun holder for 48-capacity roller grills	W x D x H: 33 ½" x 24 7/8" x 6 ¼"
BW48	Bun warmer for 48-capacity roller grills	W x D x H: 33 ½" x 24 7/8" x 6 ¼"
Menu Boards		
C1226	Dry erase & magnetic bolt-on menu board for 24 & 33-capacity grills with magnetic words/pricing kit	L x H: 27" x 14"
C1227	Dry erase & magnetic bolt-on menu board for 48-capacity grills with magnetic words/pricing kit	L x H: 34" x 16"
Sneeze Guards & Signs		
SG24	Lexan sneeze guard for 24-capacity grills allows for the option to snap in a stand-up menu board	W x D x H: 27" x 17 ½" x 8 ¼"
SG33	Lexan sneeze guard for 33-capacity grills allows for the option to snap in a stand-up menu board	W x D x H: 26 ½" x 23" x 8"
SG48	Lexan sneeze guard for 48-capacity grills allows for the option to snap in a stand-up menu board	W x D x H: 44 ½" x 25 3/8" x 8 ¼"
C1228	Patented channel mount for snap-in menu sign	L x H: 17" x 10"
Optional Equipment		
CCB3FL	Cold condiment bar includes 3 Cold Master refreezable ½" size pans.	W x D x H: 20 ¼" x 7 ¾" x 5 ¾"
TN9V	Tong and tether set with Velcro® mounting assembly	N/A
Mini Push Cart w/mini Roof	Custom-branded Mini Push Cart Steamer with pan set and mini roof assembly custom branded	(mini roof height is 31" from table top)
The Dog House	Heats and holds roller grill items at safe serving temperatures. Product capacity: 8 to 1: 40 units per pan, 80 units per Dog House 5 to 1: 32 units per pan, 64 units per Dog House	W x D x H: 28 ¼" x 23 ½" x 4 ½"



FARMLAND® MERCHANDISING PROGRAM ORDER FORM

Company Name _____

Company Name _____

Contact _____

Contact _____

Address _____

Address _____

City _____ State _____ ZIP _____

City _____ State _____ ZIP _____

Attn. _____

Attn. _____

Phone _____

Phone _____

Date _____

P.O. Number _____

QUANTITY	MODEL	PRODUCT DESCRIPTION	DELIVERED PRICE*	TOTAL
		Roller Grills		
_____	RR24XFL	Roller Grill with Xylan Non-Stick Rollers, Capacity 24 Dogs	\$571.00	_____
_____	RR33XFL	Roller Grill with Xylan Non-Stick Rollers, Capacity 33 Dogs	\$667.00	_____
_____	RR48XFL	Roller Grill with Xylan Non-Stick Rollers, Capacity 48 Dogs	\$796.00	_____
		Bun Holders & Warmers		
_____	BH233	Bun Holder for 24 & 33-Capacity Roller Grill	\$239.00	_____
_____	BW233	Bun Warmer for 24 & 33-Capacity Roller Grill	\$468.00	_____
_____	BH48	Bun Holder for 48-Capacity Roller Grill	\$258.00	_____
_____	BW48	Bun Warmer for 48-Capacity Roller Grill	\$491.00	_____
		Menu Boards		
_____	C1226	Bolt-On Menu Board for 24 & 33-Capacity Roller Grill (includes magnetic words/pricing kit)	\$135.00	_____
_____	C1227	Bolt-On Menu Board for 48-Capacity Roller Grill (includes magnetic words/pricing kit)	\$150.00	_____
		Sneeze Guards & Signs		
_____	SG24	Lexan Sneeze Guard for 24-Capacity Roller Grill	\$117.00	_____
_____	SG33	Lexan Sneeze Guard for 33-Capacity Roller Grill	\$171.00	_____
_____	SG48	Lexan Sneeze Guard for 48-Capacity Roller Grill	\$194.00	_____
_____	C1228	Snap-In Sneeze Guard Sign	\$45.00	_____
		Optional Equipment		
_____	CCB3FL	Cold Condiment Bar	\$249.00	_____
_____	TN9V	Tong & Tether Set with Velcro Mounting Assembly	\$25.00	_____
_____	FL1309S/MR8000	Mini Push Cart with Mini Roof	\$492.00	_____
_____	DH200	The Dog House	\$925.00	_____
		CUSTOM GRAPHICS		
_____	OPTION #1	Grill 'Em Up Graphic Package		N/A
_____	OPTION #2	Roller Grill Specials-Gold Graphics Package		N/A
_____	OPTION #3	Roller Grill Specials-Blue Graphics Package		N/A
			TOTAL AMOUNT ENCLOSED	_____

*Prices are subject to change.

MAKE CHECK PAYABLE TO CREATIVE SERVING, INC.

Check Number: _____

Note: Check Must Be Enclosed To Process Order.

**PLEASE KEEP A COPY OF THIS FORM AND RETURN
THIS ORIGINAL SHEET WITH PAYMENT TO:**

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Owner/Operator _____

SIGNATURE

DATE

Creative Serving, Inc.
5 Stahuber Avenue
Union, NJ 07083

Creative Serving, Inc. Phone: (908) 688-0800 Fax: (908) 688-0718



FARMLAND® 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 Farmland Hot Dogs and Smoked Sausages, and your completed W9 Form. Send to the Farmland 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: Farmland Foodservice Merchandising
Program Rebate Redemption**
PO Box 552
TRAVERSE CITY, MI 49685

Questions? Call 1-888-FARMLAND.

CALCULATE YOUR REBATE HERE

of cases x \$2/case =

FOR SECOND SUBMISSION: Complete this rebate coupon, attach a copy of the equipment order form, with copies of your distributor invoices showing the purchase of Farmland Hot Dogs and Smoked Sausages, and your completed W9 Form. Send to the Farmland 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: Farmland Foodservice Merchandising
Program Rebate Redemption**
PO Box 552
TRAVERSE CITY, MI 49685

Questions? Call 1-888-FARMLAND.

CALCULATE YOUR REBATE HERE

of cases x \$2/case =



This rebate may be redeemed for up to the cost shown on the Farmland Merchandising Program Oder Form for equipment ordered through this program. It can be redeemed only by the operator and must have copies of distributor invoices attached, verifying Farmland 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 Creative Serving, 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. 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 to 8 weeks for payment.
Incomplete submissions will delay payment.

Eligible Products: Farmland Hot Dogs, Black Angus Beef Hot Dogs, Italian Sausage, Smoked Sausage, Polish Sausage and Bratwurst



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