



Dear Foodservice Operator:

We'd love to leave our mark on your menu.

And if you let us, not only will you be satisfying your guests with the brands they know and trust at home, you'll also be eligible to receive up to \$150.

Here's how it works:

Feature 1 Smithfield and/or Farmland item on your menu and receive \$50.  
Feature 2 Smithfield and/or Farmland items on your menu and receive \$100.  
Feature 3 Smithfield and/or Farmland items on your menu and receive \$150.

Enclosed you will find our EASY-TO-USE Farmland Menu Kit! Here's how to participate:

- 1) Serve our Smithfield or Farmland pork products!
- 2) Add our logo to your menu.
- 3) Complete the enclosed redemption *coupon* and *W9 form*.
- 4) Mail the coupon and W9 form, along with an *actual menu* and a *copy of your distributor invoice* showing Farmland products purchased, to the address on the form.
- 5) Receive your Menu Allowance!

The cash incentive is our way of saying thank you for promoting Smithfield or Farmland brand pork products. The biggest reward, however, will be your satisfied customers.

Please check out the enclosed materials today and plan to add us to your menu at the first opportunity.

If you would like to receive a digital copy of the Smithfield and/or Farmland logo via email, please call our toll-free DSR/Operator Help Line at 1-888-FARMLAND (327-6526).

Sincerely,

Smithfield and Farmland Foodservice Marketing