



MENU MENTION PROGRAM

EARN UP TO \$250⁰⁰ CASH BACK WHEN YOU FEATURE THESE BRANDS ON YOUR MENU!

Morning
Star
FARMS®


INCogmeato
MorningStar
FARMS

WHEN IT COMES TO PLANT-BASED, BRANDS MATTER.



65% of consumers are more likely to order a plant based protein brand they recognize.¹



MorningStar Farms® has the highest brand awareness in the category.¹

EARN CASH BACK ON YOUR PURCHASES.



FOR QUESTIONS, RECIPES, OR TO REQUEST A COPY OF OUR LOGOS,
VISIT WWW.KELLOGGMENUMENTION.COM*

Kellogg's®

CALCULATE YOUR SAVINGS:

- Enter number of cases purchased in the table below. Your total number of cases purchased during the promotional period determines your savings tier.
- Select the check box for your savings tier.

Item #	Product Description	Case	# of Cases Purchased
28989-10338	Incogmeato® Vegan Breakfast Sausage Patties	48ct./2.25oz.	
28989-10331	Incogmeato® Ready To Cook Burgers	36ct./4.25oz.	
28989-97152	MorningStar Farms® Veggie Breakfast Sausage Patties	112ct./1.34oz.	
28989-97712	MorningStar Farms® Garden Veggie Burgers	48ct./3.5oz.	
28989-97765	MorningStar Farms® Spicy Black Bean Burgers	48ct./3.25oz.	
28989-31651	MorningStar Farms® Chipotle Black Bean Burgers	48ct./4.25oz.	
28989-10275	MorningStar Farms® Meat Lovers Vegan Burger	48ct./4oz.	
28989-10330	MorningStar Farms® Chorizo Crumbles	2ct./5lb.	
28989-10230	MorningStar Farms® Sausage Style Crumbles	2ct./80oz.	
28989-10202	MorningStar Farms® Original Chik Patties®	64ct./2.5oz.	
28989-97762	MorningStar Farms® Chik'n Nuggets	212ct./0.75oz.	
TOTAL SAVINGS:			

Tier 1 10-15 Cases = \$100 Rebate	Tier 2 16-20 Cases = \$150 Rebate	Tier 3 21+ Cases = \$250 Rebate
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MORNINGSTAR FARMS® MENU MENTION PROGRAM Official Terms & Conditions KELLOGG'S® AWAY FROM HOME FOODSERVICE ACCOUNTS PURCHASING THROUGH A FOODSERVICE DISTRIBUTOR:
Begins on 1/1/20 through 12/31/20 ("Promotion Period"):

- Kellogg's® Away From Home Foodservice Operators will earn a rebate by purchasing cases of Participating Products from a Foodservice Distributor during the Promotion Period ("Qualifying Purchase") and featuring the MorningStar Farms® logo on their menu. Full listing of Participating Products and rebates amounts per case are noted above. Valid for new operators (have not purchased in the last three months).
 - Receive a rebate for qualifying purchase (see chart for rebate amounts) to be provided in the form of a check to the Foodservice Operator's account on behalf of the qualifying Foodservice Operator. Rebate checks will ship directly from Sponsor's fulfillment provider to the qualifying Foodservice Operator's account for the value of the rebate. Maximum amount of rebate that can be earned during the Promotion Period is \$250 per participating foodservice account.
 - To redeem, go to www.KelloggMenuMention.com to enter your location information and upload a picture of your menu and corresponding product purchase information. Alternatively, mail-in the completed Kellogg Redemption Form, proof of Qualifying Purchase, and a copy of your menu in an envelope with sufficient postage affixed to: MorningStar Farms Menu Mention Program, P.O. Box 1007, Brownsdale, MN 55918-1007. A copy of the menu and proof-of-purchase to be submitted in the form: a copy of a distributor's invoice or velocity report showing proof of Qualifying Purchase; and attached to the rebate form. Participating Products must be clearly described on the proof of Qualifying Purchase and must be identified by circling or highlighted. No promotional allowances will be allowed without proper documentation (i.e. distributor invoices). Handwritten invoices will not be accepted. Invoices must include both the operator and the distributor's name and address. Computer reports will be accepted if they contain appropriate dates and clear separation of customer purchasing details. Customer information must be included in full. Allow 4 – 6 weeks for payment.
 - Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail/submissions. No altered or forged submissions will be accepted. All submissions become the property of Sponsor and will not be returned. Sponsor is not responsible for any change of mailing address and/or phone number of participants. Sponsor reserves the right to audit submissions.
 - Offer not valid for K-12 or contracted customers. Purchases from warehouse clubs, cash and carry, or resale are not eligible for this offer. Offer valid for consuming accounts only. Chains and affiliated groups must participate on an individual basis. If an operator claims multiple locations, a list of individual unit's Address, City, State and Zip must be included. Proof of purchase must be provided by individual unit.
 - Limit one (1) rebate submission per consuming account. Accounts with multiple units must submit on an individual unit basis. Rebate offer must be submitted individually by Foodservice Operators. No bulk submissions or third-party submissions will be accepted.
 - Multi-unit operators require a rebate form for each selling location. Purchases must be in full cases; partial cases will not be accepted. This offer cannot be used in conjunction with any other Kellogg's® Away From Home promotion on the Participating Products or purchases made by non-profit bid. Offer is void where prohibited.
 - Licensing agreement must be signed to access logos. Please visit www.KelloggMenuMention.com for more information.
- Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016 ©, TM, © 2020 Kellogg NA Co.

Established Name: _____

Contact Name: _____

Title: _____

Address (No P.O. Boxes, please): _____

City: _____ State: _____ ZIP: _____

Phone #: _____ Fax: _____

E-Mail Address: _____

Please include me in E-mail notifications for Kellogg's® Specialty Channels.

Distributor Name: _____

Distributor City/State: _____

Are you affiliated with a Contract Management Company? yes no If yes, which Contract Management Company? _____

Primary Type of Operation? (check one):

QSR Casual Dining Fast Casual Business & Industry College & University Lodging Hospital Recreation Other (Please Specify) _____

FOR QUESTIONS, RECIPES, OR TO REQUEST A COPY OF OUR LOGOS,
VISIT WWW.KELLOGGMENTION.COM*



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