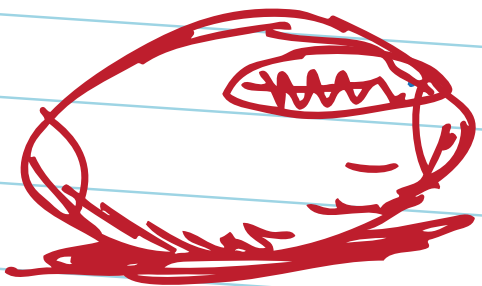


PAPETTI'S®



GET UP.  
GET GOING.  
THE POWER OF PROTEIN



PAPETTI'S SCHOOL  
LUNCH REBATE AND  
PRIZE PROGRAM

K-12  
MICHAEL  
FOODS INC.



**PAPETTI'S**

Serve up wellness with every meal.  
And get something back for your school.

Let kids get up and get going with a powerful **lunch** menu packed with protein. Make Papetti's your choice for scrambled eggs, French toast, quesadillas and more. Kids get the nutrition they need for energy all day and you earn rewards for your school either cash rebates or yoga mats, stretch bands and sports balls.

Serve up Papetti's and get something back.

Satisfy their hunger.  
And satisfy your bottom line.

Protein is proven to keep students satisfied longer. When you serve Papetti's products, **at lunch** kids stay full longer, so they can concentrate on school. And with Papetti's "Get up. Get going. The power of protein," school lunch rebate and prize program, you can stay focused on earning rewards for your school.

Qualifying Papetti's Table Ready® CN Products

Omelets	
46025-85037	Cheddar Cheese Omelet
46025-85137	Colby Cheese Omelet
46025-14680	Pizza Flavored Omelet
46025-14688	Individually Wrapped Cheddar Cheese Omelet
46025-14689	Individually Wrapped Colby Cheese Omelet
46025-14685	Individually Wrapped Pizza Flavored Omelet
Patties	
46025-85017	Round Egg Patty
46025-30101	Grilled Round Egg Patty
46025-61688	Grilled Square Egg Patty
Quesadillas	
46025-89243	Individually Wrapped Quesadilla with Egg, Turkey Sausage and Cheese

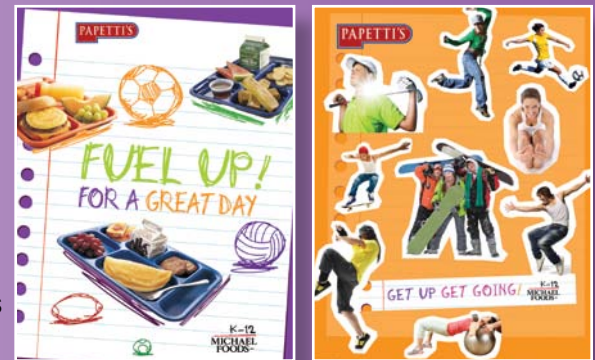
French Toast	
46025-85801	Plain French Toast
46025-85800	Cinnamon Swirl French Toast
46025-85805	Cinnamon Glazed French Toast
46025-85809	Individually Wrapped Cinnamon Glazed French Toast
46025-85818	Whole Grain Cinnamon Glazed French Toast
46025-85817	Individually Wrapped Whole Grain Cinnamon Glazed French Toast
46025-85803	Plain French Toast Sticks
46025-85806	Cinnamon Glazed French Toast Sticks
46025-85885	Individually Wrapped Cinnamon Glazed French Toast Sticks
46025-85813	Whole Grain French Toast Sticks
46025-85880	Whole Grain Maple Glazed French Toast Sticks
46025-85881	Strawberry Banana Glazed French Toast Sticks
46025-85884	Tropical Blast Glazed French Toast Sticks



# Get fiscally fit with our cash rebate...

Menu any qualifying Papetti's products between February 1, 2011 and December 31, 2011 and you can get a cash rebate on every case you order. Rebate earnings will vary according to product category and the number of times you menu them **at lunch**. Menu any combination of products that meet your needs – and earn cash back for the number of cases ordered per category – up to \$750.

Plus you can request up to 50 free school posters to remind students to "Get Up, Get Going" and eat healthful, energy-packed meals.



Free Posters!

## The more times you menu qualifying products **at lunch**, the bigger the rebate (up to \$750)

If you menu our products	Omelets	French Toast	Patties	Quesadillas
3 times you'll receive	\$1.00 off per case	\$.75 off per case	\$.50 off per case	\$.50 off per case
4 times you'll receive	\$2.00 off per case	\$1.50 off per case	\$.75 off per case	\$.75 off per case
5 times or more you'll receive	\$3.00 off per case	\$2.00 off per case	\$1.00 off per case	\$1.00 off per case

**Qualifying CN Products:** 46025-85037 Cheddar Cheese Omelet, 46025-85137 Colby Cheese Omelet, 46025-14680 Pizza Flavored Omelet, 46025-14688 Individually Wrapped Cheddar Cheese Omelet, 46025-14689 Individually Wrapped Colby Cheese Omelet, 46025-14685 Individually Wrapped Pizza Flavored Omelet, 46025-85801 Plain French Toast, 46025-85800 Cinnamon Swirl French Toast, 46025-85805 Cinnamon Glazed French Toast, 46025-85809 Individually Wrapped Cinnamon Glazed French Toast, 46025-85818 Whole Grain Cinnamon Glazed French Toast, 46025-85817 Individually Wrapped Whole Grain Cinnamon Glazed French Toast, 46025-85803 Plain French Toast Sticks, 46025-85806 Cinnamon Glazed French Toast Sticks, 46025-85885 Individually Wrapped Cinnamon Glazed French Toast Sticks, 46025-85813 Whole Grain French Toast Sticks, 46025-85880 Whole Grain Maple Glazed French Toast Sticks, 46025-85881 Strawberry Banana Glazed French Toast Sticks, 46025-85884 Tropical Blast Glazed French Toast Sticks, 46025-85017 Round Egg Patty, 46025-30101 Grilled Round Egg Patty, 46025-61688 Grilled Square Egg Patty, 46025-89243 Individually Wrapped Quesadilla with Egg, Turkey Sausage and Cheese.

## ...OR Stretch your school's budget with free sport balls and yoga equipment.

Get free fitness equipment with each qualifying Papetti's purchase between February 1, 2011 and December 31, 2011. Each ball kit contains one soccer ball and one basketball. Each yoga kit contains one yoga mat and one stretch band.

Plus you can request up to 50 free school posters to remind students to "Get Up, Get Going" and eat healthful, energy-packed meals.

## The more times you menu qualifying products **at lunch**, the more kits you'll receive.

If you menu our products	
3 times you'll receive	1 kit per 20 cases purchased
4 times you'll receive	1 kit per 15 cases purchased
5 times or more you'll receive	1 kit per 10 cases purchased

Total cannot exceed 30 kits per school district



Free Posters!

**Qualifying CN Products:** 46025-85037 Cheddar Cheese Omelet, 46025-85137 Colby Cheese Omelet, 46025-14680 Pizza Flavored Omelet, 46025-14688 Individually Wrapped Cheddar Cheese Omelet, 46025-14689 Individually Wrapped Colby Cheese Omelet, 46025-14685 Individually Wrapped Pizza Flavored Omelet, 46025-85801 Plain French Toast, 46025-85800 Cinnamon Swirl French Toast, 46025-85805 Cinnamon Glazed French Toast, 46025-85809 Individually Wrapped Cinnamon Glazed French Toast, 46025-85818 Whole Grain Cinnamon Glazed French Toast, 46025-85817 Individually Wrapped Whole Grain Cinnamon Glazed French Toast, 46025-85803 Plain French Toast Sticks, 46025-85806 Cinnamon Glazed French Toast Sticks, 46025-85885 Individually Wrapped Cinnamon Glazed French Toast Sticks, 46025-85813 Whole Grain French Toast Sticks, 46025-85880 Whole Grain Maple Glazed French Toast Sticks, 46025-85881 Strawberry Banana Glazed French Toast Sticks, 46025-85884 Tropical Blast Glazed French Toast Sticks, 46025-85017 Round Egg Patty, 46025-30101 Grilled Round Egg Patty, 46025-61688 Grilled Square Egg Patty, 46025-89243 Individually Wrapped Quesadilla with Egg, Turkey Sausage and Cheese.



GET UP. GET GOING.

PAPETTI'S SCHOOL LUNCH REBATE AND PRIZE PROMOTION

Complete this form to get your cash rebate!\*

Here's how easy it is to get your cash rebate:

- 1. Complete form.
2. Attach a copy of your qualifying distributor invoice(s).
3. Include copies of your lunch menus featuring our qualifying Papetti's Table Ready CN products.
4. Mail this rebate form and your invoice to:



'Get Up. Get Going.' Promotion
4020 Minnetonka Blvd., Minneapolis, MN 55416.
Rebate requests must be postmarked by February 28, 2012.
Please allow 8-10 weeks for delivery.

Contact information

School District
School Foodservice Director
Telephone# E-mail
Broker
Broker Sales Person
School Address
City State Zip

For ordering, information, or customer service assistance call 1-800-328-5474 or visit www.michaelfoods.com

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If you menu our products at lunch: 3 Times

Table with 2 columns: Product and Rebate amount. Rows include Omelets, French Toast, Patties, Quesadillas, and TOTAL REBATE.

4 Times

Table with 2 columns: Product and Rebate amount. Rows include Omelets, French Toast, Patties, Quesadillas, and TOTAL REBATE.

5 Times or more

Table with 2 columns: Product and Rebate amount. Rows include Omelets, French Toast, Patties, Quesadillas, and TOTAL REBATE.

\*Total rebate cannot exceed \$750 per school district.

Posters Choose up to 50 total (posters will be sent upon rebate redemption.)

Fuel Up
Get Up. Get Going.

Promotion Rules

To receive your rebate, simply send this form along with a copy of your distributor invoice(s) and copies of your lunch menus featuring qualifying Papetti's Table Ready CN products to: 'Get Up. Get Going.' Promotion, 4020 Minnetonka Blvd., Minneapolis, MN 55416. This offer is good for up to \$750. Purchases must be made between February 1, 2011 and December 31, 2011. Rebate cannot be used in conjunction with other distributor/operator rebate coupons or promotions. All refund requests must be postmarked by February 28, 2012. Rebate must be submitted directly by and will be paid directly to the school district. One rebate per school district. Offer void where prohibited by law or otherwise restricted. Rebate not allowed on Michael Foods manufactured distributor branded like items.



GET UP. GET GOING.

PAPETTI'S SCHOOL LUNCH REBATE AND PRIZE PROMOTION

Complete this form to get fitness activity equipment for your school!\*

Here's how easy it is to get your fitness activity kit:

- 1. Complete form.
2. Attach a copy of your qualifying distributor invoice(s).
3. Include copies of your lunch menus featuring our qualifying Papetti's Table Ready CN products.
4. Mail this rebate form and your invoice to:



'Get Up. Get Going.' Promotion
4020 Minnetonka Blvd., Minneapolis, MN 55416.
Prize requests must be postmarked by February 28, 2012.
Please allow 8-10 weeks for delivery.

Contact information

School District
School Foodservice Director
Telephone# E-mail
Broker
Broker Sales Person
School Address
City State Zip

For ordering, information, or customer service assistance call 1-800-328-5474 or visit www.michaelfoods.com

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Table with 2 columns: Menu our products at lunch and Earn. Rows show 3, 4, and 5 times or more with corresponding kit counts.

Indicate the number of kits you'd like

Ball kits (one soccer ball, one basketball)
Yoga kits (one yoga mat, one stretch band)
TOTAL TOOLS

\*Total prize cannot exceed 30 fitness activity kits per school district.

Posters Choose up to 50 total (posters will be sent upon rebate redemption.)

Fuel Up
Get Up. Get Going.

Promotion Rules

To receive your fitness activity kits, simply send this form along with a copy of your distributor invoice(s) and copies of your lunch menus featuring qualifying Papetti's Table Ready CN products to: 'Get Up. Get Going.' Promotion, 4020 Minnetonka Blvd., Minneapolis, MN 55416. This offer is good for up to 30 fitness activity kits. Purchases must be made between February 1, 2011 and December 31, 2011. Promotion cannot be used in conjunction with other distributor/operator rebate coupons or promotions. All fitness activity kits requests must be postmarked by February 28, 2012. Fitness kits requests must be submitted directly by and will be delivered directly to the school district. One submission per school district. Offer void where prohibited by law or otherwise restricted. Rebate not allowed on Michael Foods manufactured distributor branded like items.

