

PAPETTI'S®

Colors for Kids



Add more color to your
LUNCH MENU
while earning
supplies for your
students, or cash back
for your school.



K-12
**MICHAEL
FOODS** INC.

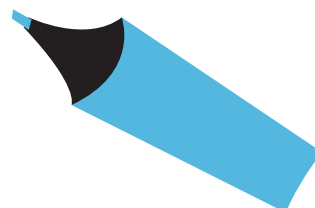


Brighten Your Students' Day... With PAPETTI'S® Products And School Rewards!



With Papetti's Table Ready egg and French toast products, it's easy to menu satisfying foods at **lunch** that meet your students' expectations — fun foods, wholesome foods, exciting foods, comfort foods — with real nutrition, consistency, ease-of-use, and **outstanding added value.**

Plus, with our "Colors For Kids" promotion, you can earn cash back or additional supplies for your school just by ordering Papetti's products. Your choice of highlighters, colored pencils or crayons will be provided to you when you use Papetti's products on your **lunch** menu.



It's fun; it's colorful; and it's a great way to increase **lunch** participation in your cafeteria. (Many schools report that "Breakfast for Lunch" is delivering their highest participation levels.) Also, your teachers will definitely appreciate these useful school supplies made possible by your menuing decisions...and students will benefit directly as well, in more ways than one!

Bring More Color To Your Menu, And Your School, With Our Qualifying 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 & Table Ready Meltz™	
46025-89243	Individually Wrapped Quesadilla with Egg, Turkey Sausage and Cheese
46025-75890	Turkey Sausage Scramble Table Ready Meltz™
46025-75891	Turkey Pepperoni Scramble Table Ready Meltz™
46025-75892	Individually Wrapped Turkey Sausage Scramble Table Ready Meltz™
46025-75893	Individually Wrapped Turkey Pepperoni Scramble Table Ready Meltz™

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

Colors for Kids



You Can Choose A Cash Rebate...

Choose Papetti's® Table Ready® products and earn cash for your school!

Menu any qualifying Papetti's Table Ready products between February 1, 2010 and December 31, 2010, and you can earn cash rebates as outlined in the chart below. Rebate earnings will vary according to product category and number of times you menu them at **lunch**. Menu any combination of products that meet your needs — and earn cash for the number of cases ordered per category...up to \$750.



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

If you menu our products	Omelets	French Toast	Patties	Quesadillas & Table Ready Meltz™
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, 46025-75890 Turkey Sausage Scramble Table Ready Meltz™, 46025-75891 Turkey Pepperoni Scramble Table Ready Meltz™, 46025-75892 Individually Wrapped Turkey Sausage Scramble Table Ready Meltz™, 46025-75893 Individually Wrapped Turkey Pepperoni Scramble Table Ready Meltz™.

...Or Colorful School Supplies!

Get the school supplies your students (and teachers) need!

Here's a great option if you want to give a visible, tangible boost to your teachers and school. Menu any qualifying Papetti's Table Ready products for **lunch** between February 1, 2010 and December 31, 2010, and you'll earn colorful, helpful tools that kids need.



The more times you menu qualifying products at lunch, the more supplies you'll earn. Choose from any combination of crayons, colored pencils, or highlighters not to exceed 300 packs.

If you menu our products	Crayons, Colored Pencils, or Highlighters
3 times you'll receive	100 packs
4 times you'll receive	200 packs
5 times you'll receive	300 packs

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, 46025-75890 Turkey Sausage Scramble Table Ready Meltz™, 46025-75891 Turkey Pepperoni Scramble Table Ready Meltz™, 46025-75892 Individually Wrapped Turkey Sausage Scramble Table Ready Meltz™, 46025-75893 Individually Wrapped Turkey Pepperoni Scramble Table Ready Meltz™.



COLORS FOR KIDS!

Papetti's® school rebate and supplies promotion

Here's how easy it is to get your **CASH REBATE***:

1. Complete form.
2. Attach a copy of your qualifying distributor invoice, if applicable.
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:
"Colors For Kids" Promotion,
4020 Minnetonka Blvd., Minneapolis, MN 55416.
5. Rebate requests must be postmarked by February 28, 2011.
6. Please allow 6-8 weeks for delivery.



Contact information

School District _____

School Foodservice Director _____

Telephone# _____ E-mail _____

Broker _____

Broker Sales Person _____

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	
Omelets	\$1.00 x _____ cases = \$ _____ Rebate
French Toast	\$.75 x _____ cases = \$ _____ Rebate
Patties	\$.50 x _____ cases = \$ _____ Rebate
Quesadillas & Table Ready Meltz™	\$.50 x _____ cases = \$ _____ Rebate
TOTAL REBATE	\$ _____ Rebate

If you menu our products at lunch: 4 Times	
Omelets	\$2.00 x _____ cases = \$ _____ Rebate
French Toast	\$1.50 x _____ cases = \$ _____ Rebate
Patties	\$.75 x _____ cases = \$ _____ Rebate
Quesadillas & Table Ready Meltz™	\$.75 x _____ cases = \$ _____ Rebate
TOTAL REBATE	\$ _____ Rebate

If you menu our products at lunch: 5 Times	
Omelets	\$3.00 x _____ cases = \$ _____ Rebate
French Toast	\$2.00 x _____ cases = \$ _____ Rebate
Patties	\$1.00 x _____ cases = \$ _____ Rebate
Quesadillas & Table Ready Meltz™	\$1.00 x _____ cases = \$ _____ Rebate
TOTAL REBATE	\$ _____ Rebate

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

Promotion Rules

To receive your rebate, simply send this form along with a copy of your distributor invoice(s) (if applicable) and copies of your lunch menus featuring qualifying Papetti's Table Ready CN products to: "Colors for Kids" Promotion, 4020 Minnetonka Blvd., Minneapolis, MN 55416. This offer is good for up to \$750. Purchases must be made between February 1, 2010 and December 31, 2010. Rebate cannot be used in conjunction with other distributor/operator rebate coupons or promotions. All refund requests must be postmarked by February 28, 2011. 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.



COLORS FOR KIDS!

Papetti's® school rebate and supplies promotion

Here's how easy it is to get your **SCHOOL SUPPLIES***:

1. Complete form.
2. Attach a copy of your qualifying distributor invoice, if applicable.
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:
"Colors For Kids" Promotion,
4020 Minnetonka Blvd., Minneapolis, MN 55416.
5. Supply requests must be postmarked by February 28, 2011.
6. Please allow 6-8 weeks for delivery.



Contact information

School District _____

School Foodservice Director _____

Telephone# _____ E-mail _____

Broker _____

Broker Sales Person _____

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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Menu our products at lunch:	Earn:
3 Times =	100 packs
4 Times =	200 packs
5 Times =	300 packs

Indicate the number of packs you'd like:	
Crayons (Box of 16)	_____
Colored Pencils (Box of 12)	_____
Highlighters (Box of 3)	_____
TOTAL PACKS:	_____

*Total supply requests cannot exceed 300 color packs per school district.

Promotion Rules

To receive your color supplies, simply send this form along with a copy of your distributor invoice(s) (if applicable) and copies of your lunch menus featuring qualifying Papetti's Table Ready CN products to: "Colors for Kids" Promotion, 4020 Minnetonka Blvd., Minneapolis, MN 55416. This offer is good for up to 300 color packs. Purchases must be made between February 1, 2010 and December 31, 2010. Promotion cannot be used in conjunction with other distributor/operator rebate coupons or promotions. All color supply requests must be postmarked by February 28, 2011. Color supply 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. Promotion not allowed on Michael Foods manufactured distributor branded like items.

