

# Redemption Form - Dining Halls

Please check the box below that indicates your purchase level:

- I purchased in the **Platinum Level** with 250 cases of Traditional Favorites and 150 cases of Promoted Feature Brands. Please send my **\$500 in Big Break Rewards Cards** (20 Bank Cards valued at \$25 each).
- I purchased in the **Gold Level** with 125 cases of Traditional Favorites and 75 cases of Promoted Feature Brands. Please send my **\$250 in Big Break Rewards Cards** (10 Bank Cards valued at \$25 ea.).
- I purchased in the **Silver Level** with 50 cases of Traditional Favorites and 25 cases of Promoted Feature Brands. Please send my **\$100 in Big Break Rewards Cards** (4 Bank Cards valued at \$25 ea.).

Record purchases of Traditional Favorites and Promoted Feature Brands below.

Traditional Favorites	# of Cases Purchased	Promoted Feature Brands	# of Cases Purchased
Kellogg's® Apple Jacks® Bulk Cereal		Kellogg's® Raisin Bran Crunch®	
Kellogg's® Corn Pops® Bulk Cereal		Kellogg's® Smart Start® Bulk Cereal	
Kellogg's® Low Fat Granola Bulk Cereal		Kellogg's® Special K® Red Berries Bulk Cereal	
Kellogg's® Special K® Bulk Cereal		Kashi® Heart to Heart® Bulk Cereal	
Kellogg's® Froot Loops® Bulk Cereal		Kellogg's® Rice Krispies Treats® Treats Sheet®	
Kellogg's® Frosted Flakes® Bulk Cereal		Morningstar Farms® (all varieties)	
Kellogg's® Frosted Mini-Wheats® Bite Size Bulk Cereal		Gardenburger® (all varieties)	
		*New Product	
		*New Product	
		*New Product	
	<b>TOTAL:</b>		<b>TOTAL:</b>

\*New item to your operation.

Please complete the following:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

College/University Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

- Yes, please include me on special e-mail offers from Kellogg's® Food Away From Home.

Where did you learn about this program?  Kellogg Sales Rep  Campus Star Club  DSR

- Tradeshow  K-Mail  KFAFH Website  Other \_\_\_\_\_

Kellogg Sales Representative: \_\_\_\_\_ Student Enrollment: \_\_\_\_\_

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Contract Management Company (if applicable): \_\_\_\_\_

Distributor: \_\_\_\_\_ City: \_\_\_\_\_

Mail this form with proof of purchase by 8/31/09 to:

Kellogg's® Food Away From Home  
c/o Big Break Promotion  
P.O. Box 1007  
Brownsdale, MN 55918-1007



**KELLOGG'S™ COLLEGE & UNIVERSITY BIG BREAK PROMOTION Official Terms & Conditions** COLLEGE AND UNIVERSITY DINING HALL OPERATORS AND/OR CASH OPERATION OPERATORS: Beginning on 8/1/08 through 7/31/09 ("Promotion Period"): **1.** Commit to purchasing cases of participating Kellogg's® products ("Participating Products") based on the qualifying levels ("Qualifying Purchase") as follows: **Platinum Level consists of:** purchase commitment of two hundred fifty (250) cases of Traditional Favorites and one hundred fifty (150) cases of Promoted Feature Brands (please see your Enrollment Form for Participating Products or ask your Kellogg Sales Rep for a complete listing); **Gold Level consists of:** purchase commitment of one hundred twenty five (125) cases of Traditional Favorites and seventy five (75) cases of Promoted Feature Brands cases of Participating Products (please see your Enrollment Form for Participating Products or ask your Kellogg Sales Rep for a complete listing); **Silver Level consists of:** purchase commitment of fifty (50) cases of Traditional Favorites and twenty five (25) cases of Promoted Feature Brands of Participating Products (please see your Enrollment Form for Participating Products or ask your Kellogg Sales Rep for a complete listing). **2.** Confirm your Qualifying Purchase of the Participating Products with your Kellogg Sales Representative during the Promotion Period by providing copies of distributor invoices/velocity reports from foodservice or vending distributors only showing the Qualifying Purchase. **3.** Upon confirmation of your commitment, you will receive your choice of either a themed kit with point-of-sale and prizes to execute a promotion at your facility; or \$100 value in prizes selected a la carte. The a la carte prizes include: **Prize:** \$25 of Single Song Music Downloads **Quantity:** 25, **Prize:** \$25 Big Break Rewards Card **Quantity:** 1, **Prize:** T-shirt **Quantity:** 5, **Prize:** Beach Towel **Quantity:** 5, **Prize:** Flying Disc **Quantity:** 30. **4.** Once operators submit their copies of distributor invoices providing proof-of-purchase for their commitment, they will receive one (1) award based on their Qualifying Purchase as follows: **Platinum Level Award:** \$500 in Big Break Rewards Cards (to be awarded in the form of 20 Bank Cards valued at \$25 ea.). **Gold Level Award:** \$250 in Big Break Rewards Cards (to be awarded in the form of 10 Bank Cards valued at \$25 ea.). **Silver Level Award:** \$100 in Big Break Rewards Cards (to be awarded in the form of 4 Bank Cards valued at \$25 ea.). Awards will be delivered to participants from Sponsor's fulfillment provider upon IBI Data receipt and confirmation of Qualifying Purchase information. Please allow 3 – 4 weeks from Qualifying Purchase confirmation for receipt of award. Offer good only on Qualifying Purchase as stated above. Availability of some product(s) may vary by location. Limit one (1) award per Qualifying Purchase. Offer is good while supplies last and is void where prohibited. Offer open only to College and University Dining Hall Operators and Cash Operation Operators located in the fifty (50) United States and the District of Columbia who are in good standing during the Promotion Period and at the time of receiving any award. Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016.