

OPERATOR COUPON - SAVE UP TO \$150

DON'T GET TWISTED!

Serve up Icelandic® Seafood for huge profits during Lent!



Lent begins March 9 - April 23, 2011

\$3 per case from February 1, 2011 to April 30, 2011.



\$3 per case from February 1, 2011 to April 30, 2011.

Product Code	Product Description	Cases Purchased	Per Case Rebate	Total Rebate	Have you purchased this product before? (this only applies for items you are redeeming for)
Yuengling® Lager Battered Seafood					
10026138	31-35 ct. Tail-Off Shrimp		\$3.00		___Yes ___No
10025907	8 oz. Haddock Fillet Portion		\$3.00		___Yes ___No
10025916	4 oz. Haddock Fillet Portion		\$3.00		___Yes ___No
10025917	Apx. 6 oz. Haddock Fillet Portion		\$3.00		___Yes ___No
10025918	Apx. 2 oz. Haddock Fillet Portion		\$3.00		___Yes ___No
10026004	0.6 oz. Haddock Popcorn Fish		\$3.00		___Yes ___No
10026337	21/30 ct. Panko Breaded Scallops		\$3.00		___Yes ___No
Seafood Sliders					
10025796	1.6 oz. Breaded Alaska Pollock Square		\$3.00		___Yes ___No
10025915	1.6 oz. Breaded Alaska Pollock Square with Buns		\$3.00		___Yes ___No
Sea Dogs made with Sea Dog India Pale Ale					
10025983	4 oz. Pollock, Square Block Cut Portion		\$3.00		___Yes ___No
10001591	4-5.5 oz. Cod Fillet Portion		\$3.00		___Yes ___No
10025903	2 oz. Haddock Fillet Portion		\$3.00		___Yes ___No
Redhook® ESB Beer Batter					
10001604	1-2 oz. Haddock Fillet Portion		\$3.00		___Yes ___No
10001602	4-5 oz. Tilapia Fillet Portion		\$3.00		___Yes ___No
10004182	31-35 count, Round, Tail Off Shrimp		\$3.00		___Yes ___No
10025296	1-2 oz. Halibut Fillet Portion		\$3.00		___Yes ___No
10025297	2-3 oz. Halibut Fillet Portion		\$3.00		___Yes ___No
10001637	1.8 oz. Halibut Fillet Portion		\$3.00		___Yes ___No
10025717	2 oz. Cod Fillet Portion		\$3.00		___Yes ___No
Brewer's Choice® Made with Bass® Pale Ale					
10001623	2 oz. Cod Fillet Portion, Cash N' Carry		\$3.00		___Yes ___No
10001625	2-4 oz. Hoki Fillet Portion, Cash N' Carry		\$3.00		___Yes ___No
10001652	2 oz. Cod Fillet Portion		\$3.00		___Yes ___No
10001653	2.5 oz. Cod Portion		\$3.00		___Yes ___No
10001651	3 oz. Cod Fillet Portion		\$3.00		___Yes ___No
10001654	4 oz. Cod Fillet Portion		\$3.00		___Yes ___No
10001663	6 oz. Cod Fillet Portion		\$3.00		___Yes ___No
10001660	2 oz. Haddock Portion		\$3.00		___Yes ___No
10025853	4-5 oz. Haddock Portion		\$3.00		___Yes ___No
10001671	8.5 oz. Haddock, Skin On Portion		\$3.00		___Yes ___No
10001674	8.5 oz. Haddock, Skinless Portion		\$3.00		___Yes ___No
10001661	11 oz. Haddock, Skin On Portion		\$3.00		___Yes ___No
10001662	11 oz. Haddock, Skinless Portion		\$3.00		___Yes ___No
10001645	2-4 oz. AK Pollock Portion		\$3.00		___Yes ___No
10001638	2-3 oz. Hoki Portion		\$3.00		___Yes ___No
10001639	2-3 oz. New Zealand Whiting Fillet Portion		\$3.00		___Yes ___No
10001746	0.6 oz. AK Pollock, Deep Skinned		\$3.00		___Yes ___No
Piccadilly Pub – Original Pub Style					
10021782	2 oz. Battered Cod Fillet		\$3.00		___Yes ___No
10023418	3 oz. Battered Cod Fillet, Cash n Carry		\$3.00		___Yes ___No
10021783	3 oz. Battered Cod Fillet		\$3.00		___Yes ___No
10022070	4 oz. Battered Cod Fillet		\$3.00		___Yes ___No
10021821	4 oz. Battered Haddock Fillet		\$3.00		___Yes ___No
10022042	2 oz. Battered Pollock Fillet		\$3.00		___Yes ___No
10022043	3 oz. Battered Pollock Fillet		\$3.00		___Yes ___No
Piccadilly Pub – New England Pub Style					
10023392	2 oz. Battered Cod Fillet		\$3.00		___Yes ___No
10023391	3 oz. Battered Cod Fillet		\$3.00		___Yes ___No
10023383	10 oz. Battered Haddock Fillet		\$3.00		___Yes ___No

\$3 per case from February 1, 2011 to April 30, 2011.

Product Code	Product Description	Cases Purchased	Per Case Rebate	Total Rebate	Have you purchased this product before? (this only applies for items you are redeeming for)
Big Bob's Belly Buster – Fillets & Portions					
10002701	7 oz. Cod Fillet Shape Dixie Crunch™		\$3.00		___Yes ___No
10023827	8 oz. Battered Cod Fillets, New England Style		\$3.00		___Yes ___No
10001693	8 oz. Natural Cod, Country Fry		\$3.00		___Yes ___No
10024423	8 oz. Cod Fillets, Country Fry		\$3.00		___Yes ___No
10001697	10 oz. Natural Cod Fillets, Country Fry		\$3.00		___Yes ___No
10023826	10 oz. Battered Haddock Fillets, New England Style		\$3.00		___Yes ___No
10001715	11 oz. Haddock Fillet, Skin On, Country Fry		\$3.00		___Yes ___No
10023828	8 oz. Battered Pollock Fillets, New England Style		\$3.00		___Yes ___No
10024552	8 oz. Battered Pollock Fillets, New England Style, Cash N Carry		\$3.00		___Yes ___No
Tilapia Tonight®					
10023438	4 oz. Tilapia Scampi Glaze		\$3.00		___Yes ___No
10023439	4.5 oz. Tilapia Cajun (griddle ready)		\$3.00		___Yes ___No
21023436	3-5 oz. Tilapia Fillet IQF		\$3.00		___Yes ___No
Tilapia Tenders					
10025725	2-3 oz. Redhook® ESB Beer Battered Tenders		\$3.00		___Yes ___No
10025710	Apx. 2.5 oz. Bass Pro Shops® Uncle Bucks® Battered Tilapia Tenders		\$3.00		___Yes ___No
10025711	2-3 oz. Southern Style Biscuit Battered Tenders		\$3.00		___Yes ___No
Tilapia Loins					
10025748	3-4 oz. Lemon Pepper Breaded Tilapia Loins		\$3.00		___Yes ___No
10025749	3-4 oz. Southwest Tortilla Chip Tilapia Loins		\$3.00		___Yes ___No
Friday Night Fish Fry – Milwaukee Style					
10023172	1.5 oz. Natural Cod Nugget		\$3.00		___Yes ___No
10023173	2 oz. Natural Cod Strip		\$3.00		___Yes ___No
10023417	2 oz. Cod Strip, Cash N Carry		\$3.00		___Yes ___No
Tater Crust™					
10002600	2.5 oz. Cod Natural Fillet Portions		\$3.00		___Yes ___No
10002621	3.6 oz. Hoki Select Shapes™		\$3.00		___Yes ___No
TOTAL REBATE (Maximum Rebate \$150. Minimum 5 case purchase.)					

Name: _____

Establishment: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Phone (daytime): _____

Primary Distributor: _____

DSR Name: _____

TYPE OF ESTABLISHMENT:

- Family Dining
 Healthcare
 Quick Service
 Casual Dining
 Hotel/Lodging
 Other _____

HOW DID YOU RECEIVE THIS COUPON?

- Food Show
 DSR
 BSR
 Mailing
 Website
 Other
 Yes, I would like to receive information about products offered by Icelandic® via E-mail.

To claim rebate, operators must complete and mail this coupon together with distributor invoice (no distributor reports accepted), clearly indicating your purchases of Icelandic® products:

DON'T GET TWISTED PROMOTION
P.O. BOX 610, HUDSON, WI 54016

**DON'T GET
TWISTED!**

**Serve up Icelandic® Seafood
for huge profits during Lent!**



REQUIREMENTS AND RULES:

- Offer valid on purchases made from February 1 to April 30, 2011.
- Maximum rebate value is \$150.00 per operator location. Minimum 5 case purchase.
- This offer cannot be combined with any other coupon or rebate.
- Copies of distributor invoices must accompany coupon and be postmarked by May 31, 2011.
- Foodservice chains and management companies must participate on an individual unit basis only.
- Distributors, wholesalers, and warehouse clubs are excluded from this offer.
- Not valid in conjunction with any other offer from Icelandic®.
- Void where prohibited by law.
- PLEASE ALLOW 6-8 WEEKS FOR REBATE DELIVERY.

ICELANDIC
USA INC