

OPERATOR COUPON - SAVE UP TO \$150

ICELANDIC
BRAND
SEAFOOD

Don't Let
Sales Get
Cold!
Heat
Them
Up With
Savings!

\$5 per case from January 1, 2011 to January 31, 2011.

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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		\$5.00		___Yes ___No
10025907	8 oz. Haddock Fillet Portion		\$5.00		___Yes ___No
10025916	4 oz. Haddock Fillet Portion		\$5.00		___Yes ___No
10025917	Apx. 6 oz. Haddock Fillet Portion		\$5.00		___Yes ___No
10025918	Apx. 2 oz. Haddock Fillet Portion		\$5.00		___Yes ___No
10026004	0.6 oz. Haddock Popcorn Fish		\$5.00		___Yes ___No
10026337	21/30 ct. Panko Breaded Scallops		\$5.00		___Yes ___No
Seafood Sliders					
10025796	1.6 oz. Breaded Alaska Pollock Square		\$5.00		___Yes ___No
10025915	1.6 oz. Breaded Alaska Pollock Square with Buns		\$5.00		___Yes ___No
Sea Dogs made with Sea Dog India Pale Ale					
10025983	4 oz. Pollock, Square Block Cut Portion		\$5.00		___Yes ___No
10001591	4-5.5 oz. Cod Fillet Portion		\$5.00		___Yes ___No
10025903	2 oz. Haddock Fillet Portion		\$5.00		___Yes ___No
Redhook® ESB Beer Batter					
10001604	1-2 oz. Haddock Fillet Portion		\$5.00		___Yes ___No
10001602	4-5 oz. Tilapia Fillet Portion		\$5.00		___Yes ___No
10004182	31-35 count, Round, Tail Off Shrimp		\$5.00		___Yes ___No
10025296	1-2 oz. Halibut Fillet Portion		\$5.00		___Yes ___No
10025297	2-3 oz. Halibut Fillet Portion		\$5.00		___Yes ___No
10001637	1.8 oz. Halibut Fillet Portion		\$5.00		___Yes ___No
10025717	2 oz. Cod Fillet Portion		\$5.00		___Yes ___No
Brewer's Choice® Made with Bass® Pale Ale					
10001623	2 oz. Cod Fillet Portion, Cash N' Carry		\$5.00		___Yes ___No
10001625	2-4 oz. Hoki Fillet Portion, Cash N' Carry		\$5.00		___Yes ___No
10001652	2 oz. Cod Fillet Portion		\$5.00		___Yes ___No
10001653	2.5 oz. Cod Portion		\$5.00		___Yes ___No
10001651	3 oz. Cod Fillet Portion		\$5.00		___Yes ___No
10001654	4 oz. Cod Fillet Portion		\$5.00		___Yes ___No
10001663	6 oz. Cod Fillet Portion		\$5.00		___Yes ___No
10001660	2 oz. Haddock Portion		\$5.00		___Yes ___No
10025853	4-5 oz. Haddock Portion		\$5.00		___Yes ___No
10001671	8.5 oz. Haddock, Skin On Portion		\$5.00		___Yes ___No
10001674	8.5 oz. Haddock, Skinless Portion		\$5.00		___Yes ___No
10001661	11 oz. Haddock, Skin On Portion		\$5.00		___Yes ___No
10001662	11 oz. Haddock, Skinless Portion		\$5.00		___Yes ___No
10001645	2-4 oz. AK Pollock Portion		\$5.00		___Yes ___No
10001638	2-3 oz. Hoki Portion		\$5.00		___Yes ___No
10001639	2-3 oz. New Zealand Whiting Fillet Portion		\$5.00		___Yes ___No
10001746	0.6 oz. AK Pollock, Deep Skinned		\$5.00		___Yes ___No
Piccadilly Pub – Original Pub Style					
10021782	2 oz. Battered Cod Fillet		\$5.00		___Yes ___No
10023418	3 oz. Battered Cod Fillet, Cash n Carry		\$5.00		___Yes ___No
10021783	3 oz. Battered Cod Fillet		\$5.00		___Yes ___No
10022070	4 oz. Battered Cod Fillet		\$5.00		___Yes ___No
10021821	4 oz. Battered Haddock Fillet		\$5.00		___Yes ___No
10022042	2 oz. Battered Pollock Fillet		\$5.00		___Yes ___No
10022043	3 oz. Battered Pollock Fillet		\$5.00		___Yes ___No
Piccadilly Pub – New England Pub Style					
10023392	2 oz. Battered Cod Fillet		\$5.00		___Yes ___No
10023391	3 oz. Battered Cod Fillet		\$5.00		___Yes ___No
10023383	10 oz. Battered Haddock Fillet		\$5.00		___Yes ___No

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Big Bob's Belly Buster – Fillets & Portions					
10002701	7 oz. Cod Fillet Shape Dixie Crunch™		\$5.00		___Yes ___No
10023827	8 oz. Battered Cod Fillets, New England Style		\$5.00		___Yes ___No
10001693	8 oz. Natural Cod, Country Fry		\$5.00		___Yes ___No
10024423	8 oz. Cod Fillets, Country Fry		\$5.00		___Yes ___No
10001697	10 oz. Natural Cod Fillets, Country Fry		\$5.00		___Yes ___No
10023826	10 oz. Battered Haddock Fillets, New England Style		\$5.00		___Yes ___No
10001715	11 oz. Haddock Fillet, Skin On, Country Fry		\$5.00		___Yes ___No
10023828	8 oz. Battered Pollock Fillets, New England Style		\$5.00		___Yes ___No
10024552	8 oz. Battered Pollock Fillets, New England Style, Cash N Carry		\$5.00		___Yes ___No
Tilapia Tonight®					
10023438	4 oz. Tilapia Scampi Glaze		\$5.00		___Yes ___No
10023439	4.5 oz. Tilapia Cajun (griddle ready)		\$5.00		___Yes ___No
21023436	3-5 oz. Tilapia Fillet IQF		\$5.00		___Yes ___No
Tilapia Tenders					
10025725	2-3 oz. Redhook® ESB Beer Battered Tenders		\$5.00		___Yes ___No
10025710	Apx. 2.5 oz. Bass Pro Shops® Uncle Bucks® Battered Tilapia Tenders		\$5.00		___Yes ___No
10025711	2-3 oz. Southern Style Biscuit Battered Tenders		\$5.00		___Yes ___No
Tilapia Loins					
10025748	3-4 oz. Lemon Pepper Breaded Tilapia Loins		\$5.00		___Yes ___No
10025749	3-4 oz. Southwest Tortilla Chip Tilapia Loins		\$5.00		___Yes ___No
Friday Night Fish Fry – Milwaukee Style					
10023172	1.5 oz. Natural Cod Nugget		\$5.00		___Yes ___No
10023173	2 oz. Natural Cod Strip		\$5.00		___Yes ___No
10023417	2 oz. Cod Strip, Cash N Carry		\$5.00		___Yes ___No
Tater Crust™					
10002600	2.5 oz. Cod Natural Fillet Portions		\$5.00		___Yes ___No
10002621	3.6 oz. Hoki Select Shapes™		\$5.00		___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 LET SALES GET COLD PROMOTION
P.O. BOX 610, HUDSON, WI 54016

Don't Let Sales Get Cold!
Heat Them Up With Savings!



REQUIREMENTS AND RULES:

- Offer valid on purchases made from January 1 to January 31, 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 February 28, 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