

2 Ways to Save on Wild Alaskan Pollock in 2017



Buy Alaskan Pollock: Operators are eligible for a rebate of \$5/case (up to \$300) on participating Alaskan Pollock products.



Add Alaskan Pollock to your Menu: Operators who add Alaskan Pollock to their menu for the first time are eligible for up to \$250 to be paid toward the cost of reprinting or restyling their menu.



(206) 783-3818
E-MAIL: Sales@TridentSeafoods.com
www.TridentSeafoods.com



Wild Alaskan Pollock

is one of the most abundant and sustainable seafood species in the world.

A cousin to Cod and similar in flavor, texture, and appearance,

Alaskan Pollock's

lean, snowy-white meat, delicate texture, and mild flavor make it an extremely versatile and healthy seafood choice.

It's what consumers want: a healthy, sustainable, wild-caught seafood species that tastes great and is affordable.



When you add an Alaskan Pollock item to your menu, make sure you call it out:

94% of consumers say they are more likely to order a seafood item when the word "Alaska" is used as a menu descriptor.

(Datassential 2016)



See requirements and list of participating products for details.

2 Ways to Save on Wild Alaskan Pollock in 2017

PRODUCT CODE	PRODUCT DESCRIPTION	PACK SIZE	QTY	REBATE AMOUNT	TOTAL REBATE
PARTICIPATING PRODUCTS					
424912	Pan Redi™ Alaskan Pollock	3/16.5 lb		\$5.00	
424913	Alaskan Pollock Redi Cuts™	1/10 lb		\$5.00	
424914	Skillet Redi™ Alaskan Pollock	1/20 lb		\$5.00	
424915	Batter Redi™ Alaskan Pollock	1/22 lb		\$5.00	
418445	Pubhouse Golden Ale® Beer Battered Alaskan Pollock (2 oz)	1/10 lb		\$5.00	
418446	Pubhouse Golden Ale® Beer Battered Alaskan Pollock (3 oz)	1/10 lb		\$5.00	
418447	Pubhouse Golden Ale® Beer Battered Alaskan Pollock (8 oz)	1/10 lb		\$5.00	
421799	Alaskan Pollock Burger (3.2 oz)	1/10 lb		\$5.00	
421800	Alaskan Pollock Burger (4 oz)	1/10 lb		\$5.00	
424614	SEALEGS® Real Simple Surimi	4/2.5 lb		\$5.00	
413896	Crispanko™ Breaded Alaskan Pollock Sandwich Portion (3.8 oz)	1/10 lb		\$5.00	
420209	Redi Grilled Alaskan Pollock (4 oz)	1/10 lb		\$5.00	

\$

REQUIREMENTS

Case Rebate

- Offer valid ONLY for the products listed above purchased between June 1, 2017 and December 31, 2017.
- Chains may participate on an individual basis.
- This offer cannot be combined with any other rebates, allowances, or national account contracts or used on products purchased in bids.
- Cases redeemed against this offer cannot be redeemed against other Trident Seafood rebate offers.
- This offer is valid for foodservice operators only; distributors cannot redeem rebates for operators.
- Trident Seafoods reserves the right to audit requests for payment and reserves the right to cancel this offer at any time. Only reasonable purchase prices will be considered.
- All rebates must be postmarked by January 30, 2018.
- Void where restricted, taxed, or prohibited by law.
- Please allow 8-12 weeks for delivery of rebate check.

Menu Reprinting Rebate

- Operators who do not currently menu Alaskan Pollock but who add a participating product to their menu may be eligible for up to an additional \$250 to be paid toward the cost of reprinting and/or restyling their menu.
- To be eligible for the reprinting rebate, operators must submit a copy of their menu prior to adding Alaskan Pollock, a copy of their menu after adding Alaskan Pollock, a copy of the invoice showing costs for menu reprinting/restyling, and proof of the purchase of items included in this promotion from Trident Seafoods during the promo period.
- Operators must call out Alaskan Pollock on their menu to be eligible.
- Trident will pay out the exact amount for menu reprinting/restyling as shown on the invoice, up to \$250.

NAME/Title: _____

ESTABLISHMENT NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP CODE: _____ DATE: _____

PHONE (w/area code): _____

EMAIL: _____

FACSIMILE (w/area code): _____

PRIMARY DISTRIBUTOR: _____

SIGNATURE: _____

AVERAGE # OF MEALS SERVED PER DAY: _____

Yes, I would like to receive occasional email updates from Trident Seafoods.

Menu Type (check one)

- | | | |
|---------------------------------|--|--------------------------------------|
| <input type="checkbox"/> Varied | <input type="checkbox"/> Italian | <input type="checkbox"/> Seafood |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Mexican | <input type="checkbox"/> Steak |
| <input type="checkbox"/> Bakery | <input type="checkbox"/> Pizza | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> BBQ | <input type="checkbox"/> Sandwich/Deli | |

Type of Operation (check one)

- | | | |
|--|---|--|
| <input type="checkbox"/> Bar & Tavern | <input type="checkbox"/> Full Serv. Midscale/Family | <input type="checkbox"/> K-12 Schools |
| <input type="checkbox"/> Business & Industry | <input type="checkbox"/> Full Serv. Casual Dining | <input type="checkbox"/> Military |
| <input type="checkbox"/> Cafeteria & Buffet | <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> Nursing Home |
| <input type="checkbox"/> Caterers | <input type="checkbox"/> Hospitals | <input type="checkbox"/> Quick Service |
| <input type="checkbox"/> College & Univ. | | <input type="checkbox"/> Retail Hosts |
| <input type="checkbox"/> Fast Casual | | <input type="checkbox"/> Senior Living |

Ownership (check one)

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Chain | <input type="checkbox"/> Contract Management |
| <input type="checkbox"/> Independent | |

Send completed form along with proof of purchase (Distributor Invoices) and all other documents:

Trident Seafoods Fulfillment Center, Rebate Redemption Center, PO Box 988, Brunswick, OH 44212

