



Making Life's Moments a Little Sweeter for our Customers

Great tasting food is our passion at Sara Lee Frozen Bakery and we want each bite to delight and inspire you to try more of our products. Our **Sweet Perks Operator Program** will reward you for every product you purchase with increasing perks as you move up the tiers.

Quarterly Purchase Tiers

Tier 1	Tier 2	Tier 3	Tier 4
1,000 – 2,499 pounds	2,500 – 4,999 pounds	5,000 – 9,999 pounds	10,000+ pounds

Start to Earn Your Sweet Perks Now

- Complete your enrollment form and mail to the SLFB Sweet Perks program address below or email to saraleefb@ibidata.com. Your participation will begin the quarter you enroll.
- Purchase eligible SLFB products as identified on the rate sheets. Consult your SLFS sales rep or broker for qualifying products and brands.
- Submit your quarterly purchases within 60 days of the end of each quarter. Submit online at www.fspromos4u.com/saralee and enter the Quick Access Code: Sweetperks. Or by mail to Sara Lee Frozen Bakery c/o Sweet Perks Program, PO Box 2040, Brownsdale, MN 55918

Qualifying Categories

- Chef Pierre® Pies, Pastries, Muffins & Breads
- Bistro Collection® Cakes, Pies, Brownies & Bars, Cheesecakes, Individuals (single serve) & Snacking
- Sara Lee® Cheesecakes, Cinnamon Rolls, Brownies, Cake & Individually Wrapped Bakery



FROZEN BAKERY

Sweet Perks Operator Program

Sign-up Form 2021

Make a copy for your records and mail this form to Sara Lee Frozen Bakery, c/o Sweet Perks Program, PO Box 2040, Brownsdale, MN 55918 or e-mail to saraleefb@ibidata.com for eligibility & authorization verification

Establishment	Operating Segment (e.g. Casual Dining)
Name/Date	Waypoint Sales Rep Name
Title	Waypoint Sales Rep E-mail
Address (Please no PO boxes)	SLFB Sales Rep Name
City/State/Zip)	SLFB Sales Rep E-mail
E-mail: By joining this program you agree to receive product emails from SLFB	Enrollment completed by: <input type="checkbox"/> Operator <input type="checkbox"/> Broker <input type="checkbox"/> SLFB Rep
Phone	I am a member of a GPO <input type="checkbox"/> Yes <input type="checkbox"/> No
Distributor Name	GPO name
Distributor City/State	Starting Quarter: <input type="checkbox"/> Q1 (Jun, Feb, Mar) <input type="checkbox"/> Q2 (Ap, May, June) <input type="checkbox"/> Q3 July Aug Sept <input type="checkbox"/> Q4 (Oct Nov, Dec)





FROZEN BAKERY

Sweet Perks Operator Program

Terms & Conditions 2021

1. The rates for eligible items are provided on the Rate Sheet.
2. This offer is good only for the eligible items listed in the Rate Sheet.
3. All SLFB branded pounds purchased in the qualifying product categories shown will count toward the level achieved.
4. Please review eligible products with your SLFB or Broker sales representative.
5. The Rate Sheet is published two times per year and the effective dates are January thru June and July thru December.
6. Rebate requests must be submitted within 60 days after the end of each quarter and include purchase back-up. Back-up for this offer should be in the form of invoices or distributor reports. Distributor reports will only be accepted if they include SLFB item numbers, distributor and operator business name, appropriate dates and clear separation of purchase detail. Chain Headquarters may submit for multiple locations and request one combined rebate check. However reports submitted must show individual store addresses and purchase information.
7. **Submissions over 60 days at the end of the quarter will be denied.**
8. **Submissions can not be made by a 3rd party.**
9. All proposed elements of this program are based on invoiced pounds (deductions must be adjusted out) within these dates and completed submission to SLFB.
10. Payments will be processed within 6-8 weeks of receipt of proof of purchase on a quarterly basis. Quarters are broken down as follows: Quarter 1, January - March; Quarter 2, April - June; Quarter 3, July - September; Quarter 4, October - December.
11. Should there be a discrepancy in the rebate amount, SLFB will supply a detailed explanation.
12. This offer will start at the beginning of the quarter in which the enrollment is received (enrollment received on March 15th, will qualify for the entire first quarter).
13. The program will continue until either the operator or SLFB provides a 30 days in advance written notice of termination.
14. Offer valid only in the US and limited to customers purchasing through a foodservice distributor.
15. Invoices for this offer cannot be used in conjunction with any other SLFB offer except the New Product Trial Offer.
16. This offer is not valid for school or military bids and operator members of Group Purchasing Organizations.
17. All other operator programs will be reviewed prior to participation.
18. SLFB has the final decision on the interpretation of the terms & conditions of this program and reserves the right to cancel this program at any time.
19. Information submitted shall be the property of SLFB.

I agree to the terms & conditions

Signature

Today's Date