

KICK OFF TAILGATE SEASON WITH



Pierce Chicken® is here to help tackle your biggest menu challenges with a full roster of wings, tempura-battered chicken and tenderloins—perfect for hungry football fans!

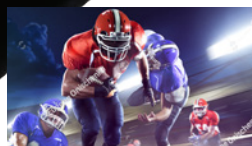
Purchase select Pierce Chicken products delivered between September 1 and October 31, 2017 and earn up to \$300 with our valuable rebate offer.

But that's not all. When you complete and send in your rebate form, you'll be automatically entered for a chance to win incredible football-themed prizes.

Limit one entry per customer.



YOU COULD WIN ONE OF THESE AMAZING PRIZES!



GRAND PRIZE (1 Winner)

Approximate retail value:
\$11,500

Four tickets to the College Football Playoff National Championship (January 8, 2018)

Airfare and accommodations for four (Atlanta, Georgia)



SECOND PRIZE (4 Winners)

Approximate retail value:
\$1,200

Big Green Egg Grill (large size)

Kamado-style charcoal grill and smoker, for the ultimate tailgate experience!

No purchase necessary. A purchase will not increase your chances of winning. Chances of winning are dependent upon the number of entries received. Retail value of the grand prize is \$11,500.00 and of each second prize is \$1,200.00. Sponsor is Pilgrim's Pride Corporation, 1770 Promontory Circle, Greeley CO 80634. Eligible participants must be 18 years of age or older, legal residents of the United States, and licensed restaurant owners and/or operators. Void where prohibited. Offer not valid in Florida or New York. Additional restrictions apply. Visit poultry.com/offers-support/get-in-the-game for complete contest rules, restrictions, and limitations. A determination of winners will be made on or around 12/1/17.

Huddle Up... Let's Talk Menu Strategy!

OPERATOR REBATE
EARN \$3/CASE
UP TO \$300 MAX PER STORE
ON PURCHASES DELIVERED BETWEEN 9/1/17 AND 10/31/17



When it comes to tailgate-themed promotions and bowl-worthy bar menus, Pierce Chicken is the ultimate teammate. Try our recipe suggestions below and visit our website for even more ideas.

CHICKEN WING POUTINE

Get ready for repeat orders when your patrons try these tasty french fries loaded with Pierce Chicken® Boneless or Bone-in Wing Dings®, creamy cheese curds and savory brown gravy.



BONELESS WINGS

Crispy and crave-worthy, our boneless wings are made from premium solid-muscle breast meat. Serve them up in sandwiches, on their own with dipping sauces or as unique shareable appetizers.

BONE-IN WINGS

We helped launch the chicken wing craze in 1964—our Wing Dings® and Wing-Zings® are the all-time best-selling wings in foodservice!

WASABI-LIME TEMPURA CHICKEN

Drizzle Pierce Chicken® Tempura Battered Chicken Breast Strips with spicy wasabi lime aioli and offer as a sharable appetizer, or serve over a bed of stir-fried vegetables as an entrée.



TEMPURA-BATTERED CHICKEN

For mouth-watering appeal and irresistible texture, look no further than our tempura-battered chicken! These strips, chunks and nuggets are extremely versatile and pair well with globally inspired flavor profiles.

BLACK AND TAN CHICKEN SANDWICH

This sandwich is perfect for game day, featuring Pierce Chicken® Country Tenderloin Fritters on a toasted pretzel bun, dressed with stout beer cheese sauce, crisp lettuce and sliced tomato.



TENDERLOINS

We offer chicken tenders in a variety of preparation methods and breading types that deliver the flavor your customers can't resist. Our tenderloins are moist, juicy and flavorful, with savory coatings that ensure a satisfying crunch.



Now that you've reviewed the recipe play book, it's time to **GET IN THE GAME!** Choose from the qualifying Pierce Chicken products on the next page, mail in your completed rebate form and be automatically entered to win. Rebate can also be downloaded from the sweepstakes website.

For complete rules and restrictions, visit poultry.com/offers-support/get-in-the-game.

Must purchase a minimum of one case from the list of qualifying products below to be eligible for rebate offer. Full SKU information on reverse.

Visit our website for full details: poultry.com/offers-support/get-in-the-game

PRODUCT CODE	DESCRIPTION	NUMBER OF CASES PURCHASED
BONELESS WINGS		
4347	Homestyle Breaded Chicken Smackers Fritters	
13937	Homestyle Breaded Chicken Breast Chunk Fritters	
111125	Boneless Dings	
111355	Boneless Zings	
TEMPURA BATTERED		
111324	Tempura Battered Chicken Breast Chunks	
111346	Tempura Battered Chicken Breast Nuggets	
111356	Tempura Battered Chicken Breast Tenders	
TENDERLOINS		
3012	Savory HD Chicken® Tenderloin	
3013	Sweet Heat Tenderloin	
3014	Spicy Guajillo Chili Tenderloin	
3956	Country Tenderloin Fritters	
4499	Golden Buttermilk Tenderloin Fritters	
5111	Southern Style Tenderloins	
5151	Golden Pepper Dusted Tenderloins	
5614	Southern Tenderloin Fritters	
5654	Golden Tenderloin Fritters	
7072	Southern Style Tenderloin Fritters, 2.0 oz	
7272	Southern Style Tenderloin Fritters, 2.6 oz	
13617	Country Tenderloin Fritters	
40085	HD Chicken® Tenderloin Fritters	
BONE-IN WINGS		
65725	Wing Dings®, Small (25 lb case)	
65715	Wing Dings®, Small (15 lb case)	
60250	Wing-Zings®, Small (25 lb case)	
60150	Wing-Zings®, Small (15 lb case)	
110109	Dip'n Chik'n® Savory Wings	
110288	Dip'n Chik'n® Savory Monster Wings	

Total Cases Purchased
(max. 100)

X

\$300
per case

=

Rebate
(max. \$300)

NAME (PLEASE PRINT)

TITLE

NAME OF OPERATION

TYPE OF OPERATION

ADDRESS (NO PO BOXES)

CITYSTATEZIP

PHONEEMAIL

DISTRIBUTOR NAME

Provide distributor invoices proving purchases delivered between 9/1/17 and 10/31/17. Must be postmarked by 11/15/17 to qualify. Fill out this coupon with your original distributor invoice(s) with qualifying purchases circled as proof of purchase and mail to:

GET IN THE GAME REBATE
Attn: Pierce Chicken Customer Care
PO Box 846
Brunswick, OH 44212

For more information, please contact your Acosta broker or Pierce Chicken® sales contact. Operators must submit their own payment request with signature as proof of authenticity. Send original distributor invoice(s). Distributor tracking reports and/or distributor submissions will NOT be accepted. Offer valid only on SKUs listed in chart above. This offer applies to licensed foodservice operators only and does not apply to bid or contract customers. Rebate does not apply to wholesalers or distributors. This offer may not be used with any other Pierce Chicken promotion. One coupon/redemption per foodservice operation. Please allow 6 to 8 weeks from promotional period closing to receive your rebate check. Void where prohibited by law.



QUALITY FLAVOR. INNOVATION.



Since 1951, those pillars have stood as the hallmarks of the Pierce Chicken brand and will continue to serve as our foundation. But as the foodservice market evolves, so has our commitment to meeting the needs of our customers. Trust and consistency—in product, in service, in supply—are more essential to our business than ever before, so we have taken the appropriate steps to strengthen our team and our processes. In our pursuit to be your essential chicken provider, we remain focused on the future. Nothing matters more than our relationships with our valued partners.

PRODUCT CODE	DESCRIPTION	BREADING STYLE	SIZE	PREP METHOD	NET WEIGHT	CASE PACK
BONELESS WINGS FULLY COOKED BREADED						
4347	Homestyle Breaded Chicken Smackers Fritters	Homestyle	-	Fry/Oven	10 lb	2/5 lb
13937	Homestyle Breaded Chicken Breast Chunk Fritters	Homestyle	-	Fry/Oven	10 lb	2/5 lb
111125	Boneless Dings	Traditional	-	Fry/Oven	10 lb	2/5 lb
111355	Boneless Zings	Traditional	-	Fry/Oven	10 lb	2/5 lb
TEMPURA BATTERED UNCOOKED BREADED, PAR-FRIED						
111324	Tempura Battered Chicken Breast Chunks	Tempura	-	Fry/Oven	10 lb	2/5 lb
111346	Tempura Battered Chicken Breast Nuggets	Tempura	-	Fry/Oven	10 lb	2/5 lb
111356	Tempura Battered Chicken Breast Tenders	Tempura	-	Fry/Oven	10 lb	2/5 lb
TENDERLOINS UNCOOKED BREADED, PAR-FRIED						
3012	Savory HD Chicken® Tenderloin	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
3013	Sweet Heat Tenderloin	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
3014	Spicy Guajillo Chili Tenderloin	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
3956	Country Tenderloin Fritters	Homestyle	Large	Fry/Oven	10 lb	2/5 lb
4499	Golden Buttermilk Tenderloin Fritters	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
5111	Southern Style Tenderloins	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
5151	Golden Pepper Dusted Tenderloins	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
5614	Southern Tenderloin Fritters	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
5654	Golden Tenderloin Fritters	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
7072	Southern Style Tenderloin Fritters, 2.0 oz	Homestyle	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
7272	Southern Style Tenderloin Fritters, 2.6 oz	Homestyle	Large	Fry/Oven	10 lb	2/5 lb
13617	Country Tenderloin Fritters	Homestyle	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
40085	HD Chicken® Tenderloin Fritters	Homestyle	Large	Fry/Oven	10 lb	2/5 lb
BONE-IN WINGS FULLY COOKED						
65725	Wing Dings®, Small (25 lb case)	Original	Small	Fry	25 lb	3/8.34 lb
65715	Wing Dings®, Small (15 lb case)	Original	Small	Fry	15 lb	2/7.5 lb
60250	Wing-Zings®, Small (25 lb case)	Peppery Zing	Small	Fry	25 lb	3/8.34 lb
60150	Wing-Zings®, Small (15 lb case)	Peppery Zing	Small	Fry	15 lb	2/7.5 lb
110109	Dip'n Chik'n® Savory Wings	-	Large	Fry	25 lb	3/8.34 lb
110288	Dip'n Chik'n® Savory Monster Wings	-	Jumbo	Fry	15 lb	2/7.5 lb



CONTACT US TODAY TO FIND YOUR CHICKEN SOLUTION.

WWW.POULTRY.COM | 800.336.9876