



# All Natural\* Choices. All-Out Savings.

SAVINGS UP TO \$250

Any way you look at it, you see the goodness. That's the unwavering promise of the **Tyson Red Label**® brand. It's a whole new angle on better. Now with eight newly reformulated All Natural\* breaded products made from chicken raised with *No Antibiotics Ever*. Want even better? Enjoy savings up to \$250.



048333-0928

NAE UC All Natural\* Golden Crispy  
Crumb Coated Breast Filets



\*Minimally processed, no artificial ingredients.



## NEW PRODUCT PLACEMENT INCENTIVE

JANUARY 18, 2018 – JUNE 30, 2018

### PROGRAM AMOUNTS

#### ❖ Pre-approved trade

- \$250 per slot
- Meat \$0.25/lb. for 8 weeks
- Bakery \$2.00/cs. for 8 weeks

### QUALIFYING PRODUCTS – Purchased 1/18/18 – 6/30/18

CODE & DESCRIPTION	CASE/PACK
<b>State Fair® Crisitos® Filled Tortillas</b>	
029131-0821 - Korean BBQ	1-12.37 LB
029132-0821 - Sriracha	1-12.37 LB
029133-0821 - Chicken Bacon Ranch	1-12.37 LB
<b>Hillshire Farm® Authentically Crafted™ Ingredient Meats</b>	
011034-0414 - Italian-Style All Beef Meatballs, 1 oz.	1-10 LB
026168-0414 - Savory All Beef Meatballs, 1oz.	1-10 LB
025266-0414 - Italian-Style Bias Sliced Pork Sausage	1-10 LB
026940-0414 - Rough Chopped Uncured Bacon Pieces	1-10 LB
025496-0414 - Uncured Sliced Hard Salami	1-10 LB
<b>Hillshire Farm® Sausage Rolls</b>	
32555 - Polish Smoked Sausage, Wrapped in Cheese Bread, 4.5 oz.	24 pcs, 6.75 LB
32553 - Hot & Spicy Italian Style Smoked Sausage w/ Pepperjack Cheese, Wrapped in Italian Bread, 4.5 oz	24 pcs, 6.75 LB
<b>Bistro Collection® Dessert Bar Variety Packs</b>	
8806 - Favorites Dessert Bar Variety Pack 1 (Pecan Carmelita, Brown Butter Bourbon Boar, Double Chocolate Decadence Ghiradelli®, S'mores Brownie)	4 Trays, 11.813 LB
8805 - Favorites Dessert Bar Variety Pack 2 (Baileys® Dark Chocolate Swirl, Peanut Butter Chocolate Layer Bar, Salted Caramel with Pretzel Crust, Lemon Lovers)	4 Trays, 13.063 LB
<b>Bistro Collection® Baileys® Desserts</b>	
8088 - Cheesecake, 16 Cut	2-5.437 LB
8089 - Gourmet Cake, 14 Cut	2-5.437 LB

### PROGRAM DETAILS

- ❖ Payment will be made for the \$250 once the 10-case minimum is met; the case allowance at the end of the 8-week period.
- ❖ Payment will be paid through UniPro SPA account. NO DEDUCTIONS ALLOWED.
- ❖ 10-case minimum purchase.
- ❖ Slot must be maintained for a minimum of 90 days.
- ❖ Redistribution Shipments: Promotional product shipped through authorized Tyson reporting redistributors will qualify for the promotion (DOT Foods, C.W. Dunnet, Foodservice Center, Pacific Food Distributors, Honor Foods & Alpine Foods) provided that these orders fall within the Promotional order/ship dates.
- ❖ Sales/Broker Support – Operator Target List.
- ❖ Trade contracts must be entered to cover entire effective time in advance of first order.
- ❖ Work with your Field Trade Manager on agreement setup and execution.



# SAVINGS UP TO \$250

Get top-quality **Tyson Red Label®** All Natural® Chicken products made with no preservatives, no artificial ingredients and chicken raised with *No Antibiotics Ever* — all with great taste. You'll also enjoy our new, improved breading profile and savings up to \$250.

## FEATURES & BENEFITS









- Our All Natural® product offerings are made with no preservatives, no artificial ingredients and are minimally processed
- All products in the **Tyson Red Label®** portfolio are made from chickens raised with *No Antibiotics Ever*
- All eight All Natural® products have been reformulated to our top selling Golden Crispy flavor profile with a heavier crumb texture
- Our Golden Crispy Crumb Coated breading profile delivers a crunchy crumb texture, along with a rich, golden appearance and a savory flavor
- Our All Natural® portfolio offers multiple product forms and price points for solutions across the menu
- Great back-of-house performance and consistency that provides an exceptional eating experience with every serving

048341-0928  
NAE UC All Natural® Golden Crispy  
Crumb Coated Tenderloins

TYSON  
RED  
LABEL

Savings Up To \$250 on **Tyson Red Label®** Products  
Order January 1, 2018 – June 30, 2018

Redeem online at [fspromos4u.com/tyson](http://fspromos4u.com/tyson) and enter the Quick Access Code: RLCHICK18 or mail in completed form with your distributor invoice(s) as proof of purchase no later than July 31, 2018 to:  
**Tyson Red Label Brand Offer • PO Box 2048 • Brownsdale, MN 55918**

Cases	Product Code	Description	Case Pack	Net Wt. (lb.)	Target Piece Count (per case)	Nutr. Serv. Size (pc.)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Prot. (g)	♥ Dietary Needs							
																					
	Tyson Red Label® All Natural™ Golden Crispy Crumb Coated Products																				
	048313-0928	NAE FC All Natural® Golden Crispy Crumb Coated Breast Filets	2/5	10	38	1	210	8	0	30	500	15	20				●	●	●		
	048321-0928	NAE FC All Natural® Golden Crispy Crumb Coated Tenders	2/5	10	75	1	120	5	0	20	310	8	10			●	●	●	●		
	048324-0928	NAE FC All Natural® Golden Crispy Crumb Coated Boneless Wings	2/5	10	165	3	160	7	0	30	470	10	14			●	●	●	●		
	048333-0928	NAE UC All Natural® Golden Crispy Crumb Coated Breast Filets	2/5	10	37	1	260	13	0	50	480	17	18				●	●	●		
	048341-0928	NAE UC All Natural® Golden Crispy Crumb Coated Tenderloins	2/5	10	72	2	250	12	0	40	570	15	20				●	●	●		
	048361-0928	NAE FC All Natural® Golden Crispy Crumb Coated Select Cut™ Filets	2/5	10	49	1	200	9	0	40	480	14	17			●	●	●	●		
	048364-0928	NAE FC All Natural® Golden Crispy Crumb Coated Select Cut™ Tenders	2/5	10	120	2	160	7	0	35	380	11	13			●	●	●	●		
	048374-0928	NAE UC All Natural® Golden Crispy Crumb Coated Select Cut™ Tenders	2/5	10	107	3	240	11	0	45	490	18	19				●	●	●		

CASES x \$2.50 =  TOTAL SAVINGS

<input type="text"/>		<input type="text"/>		<input type="text"/>	
Name of Operation		State		Zip	
<input type="text"/>		<input type="text"/>		<input type="text"/>	
First & Last Name		City		E-mail Address	
<input type="text"/>		<input type="text"/>		<input type="checkbox"/> I would like to receive emails from Tyson Foodservice	
Mailing Address		City		Distributor Name	
<input type="text"/>		<input type="text"/>		<input type="text"/>	

### Terms & Conditions

Valid only for product codes listed on this offer. Offer applies only to foodservice operators. One coupon/redemption per location or headquarters address. Headquarters may submit for multiple locations and request one combined rebate check; however, reporting must show individual store addresses and purchase information. Not valid in conjunction with any other Tyson Foodservice offer for these products. Offer does not apply to Resale, Bid or Contract Managed Accounts. Any other use constitutes fraud. Void where prohibited. Distributor invoices or tracking reports must accompany rebate form and include Tyson Foodservice item numbers, operator & distributor business name and appropriate purchase dates and postmarked by July 31, 2018. Allow 6-8 weeks for fulfillment. Offer cannot be used in conjunction with any other offer and Tyson Partners Program. Minimum rebate is \$2.50 per case. Maximum rebate is \$250. Offer valid January 1, 2018 – June 30, 2018.

\*Minimally processed, no artificial ingredients. NAE – No Antibiotics Ever

\*\*Select Cut products give you options when premium-priced products no longer fit your budget. Enjoy a whole-muscle bite at a value price and consistent size for accurate portioning and cost control.

Learn more: [tysonfoodservice.com](http://tysonfoodservice.com)

©2018 Tyson Foods, Inc. Trademarks and registered trademarks are owned by Tyson Foods, Inc. or its subsidiaries, or used under license. FY18S1-31-TRL

