

### Exciting Materials to Drive Sales

Check out the support materials we have for you. Contact your Icelandic® Sales Representative to order today!



Table tents - 4"x 6"



Posters - 18"x 24"



Wait staff buttons - 3"

# 40 DAYS of Delicious!

Catch Delicious Deals and Consumer Appeal During Lent with Icelandic® Seafood  
Lent is February 22 through April 7



**BUNDLE BONUS!**

Purchase 2 or more items and you can earn extra money.

see inside for details

Invoice Start Date	Invoice End Date	Postmark Rebate Request No Later Than
January 2, 2012	April 30, 2012	May 31, 2012

Name: \_\_\_\_\_

Establishment: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone (daytime) \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Primary Distributor: \_\_\_\_\_

DSR Name: \_\_\_\_\_

**TYPE OF ESTABLISHMENT:**

- Family Dining  
  Healthcare  
  Quick Service  
  Yes, I would like to receive information about products offered by Icelandic® via E-mail.  
 Casual Dining  
  Hotel/Lodging  
 Other \_\_\_\_\_

**HOW DID YOU RECEIVE THIS COUPON?**

- Food Show  
  DSR  
  BSR  
  Mailing  
 Website  
  Other \_\_\_\_\_

**REQUIREMENTS AND RULES:**

Chain operators must participate as single units. Contracted chain and bid accounts cannot participate. Only one rebate per operator location will be honored. This coupon may be redeemed for no less than 10 cases or \$30 and no more than 100 cases or \$350. Submit this rebate with copies of distributor invoices or distributor printouts verifying valid products were purchased between January 2, 2012 and April 30, 2012. **DISTRIBUTOR PRINTOUTS OR INVOICES MUST INCLUDE THE FOLLOWING INFORMATION:** Operator Name, Product(s) purchased, # of cases purchased, date the product was purchased, invoice number, and physical address. Rebate must be postmarked by May 31, 2012. This offer is only good on the products listed and is not valid in conjunction with any other offer from Icelandic®. Allow 6-8 weeks for delivery. Incorrect or incomplete submissions will delay payment.

To claim rebate, operators must complete and mail this coupon together with distributor invoice, clearly indicating your purchases of Icelandic® products to:

**40 Days of Delicious Operator Promotion**  
P.O. BOX 610, HUDSON, WI 54016



# Lent Operator Promotion Earn up to \$350!

Lent is the most profitable time for seafood sales. This Lent you can earn \$3.00 per case on select Icelandic® Seafood products purchased January 2 – April 30, 2012. Minimum rebate 10 cases or \$30. Maximum rebate 100 or \$300.

PLUS, earn a Bundle Bonus! For every additional Icelandic® product (different code) purchased, you qualify for more cash. Minimum purchase still applies.

## Bundle Bonus:

**\$20 for 2 items    \$30 for 3 items    \$40 for 4 items    \$50 for 5 or more items**

Icelandic® Code	Distributor Code	Description	Cases Purchased	Per Case Rebate	Total Rebate
<b>Icelandic® Brand</b>					
<b>Elegant Entrees®</b>					
10026146		5-6 oz Potato Crumble Crust Cod with Chives and Cheddar		\$3.00	
10026147		5-6 oz Coconut Crumble Crust Tilapia with Mango and Papaya		\$3.00	
10026148		5-6 oz Tortilla Crumble Crust Tilapia with Chipotle and Lime		\$3.00	
10026339		5-6 oz Parmesan Crumble Crust Tilapia with Tuscan Herbs		\$3.00	
10021873		5 oz Flounder Stuffed with Scallop and Crab		\$3.00	
<b>Big Bob's Belly Buster® Fisherman's Platter</b>					
10026407		Big Bob's 9 oz Fisherman's Platter		\$3.00	
10026406		Big Bob's 12 oz Fisherman's Platter		\$3.00	
<b>Yuengling® Lager Battered Seafood</b>					
10025907		8 oz Haddock Fillet Portion		\$3.00	
10025916		4 oz Haddock Fillet Portion		\$3.00	
10025917		Apx. 6 oz Haddock Fillet Portion		\$3.00	
10025918		Apx. 2 oz Haddock Fillet Portion		\$3.00	
10026004		0.6 oz Haddock Popcorn Fish		\$3.00	
10026397		Apx. 11 oz Yuengling® Lager Battered Haddock		\$3.00	
<b>Icelandic® Seafood Sliders</b>					
10025796		1.6 oz Breaded Alaska Pollock Square, CN, PUF1		\$3.00	
10025915		1.6 oz Breaded Alaska Pollock Square with Buns, CN, PUF1		\$3.00	
<b>Sea Dogs Made with Sea Dog India Pale Ale®</b>					
10025983		4 oz Pollock Sea Dog, Square Block Cut Portion		\$3.00	
10001591		4-5.5 oz Cod Sea Dog Fillet Portion		\$3.00	
<b>Redhook® ESB Beer Batter</b>					
10001602		4-5 oz Tilapia Fillet Portion		\$3.00	
10025717		2 oz Cod Fillet Portion		\$3.00	
<b>Brewer's Choice® Made with Bass® Pale Ale</b>					
10001623		2 oz Cod Fillet Portion, Cash N' Carry		\$3.00	
10001625		2-4 oz Hoki Fillet Portion, Cash N' Carry		\$3.00	
10001652		2 oz Cod Fillet Portion		\$3.00	
10001653		2.5 oz Cod Portion		\$3.00	
10001651		3 oz Cod Fillet Portion		\$3.00	
10001654		4 oz Cod Fillet Portion		\$3.00	
10001663		6 oz Cod Fillet Portion		\$3.00	
10001645		2-4 oz AK Pollock Portion		\$3.00	
10001638		2-3 oz Hoki Portion		\$3.00	
10001639		2-3 oz New Zealand Whiting Fillet Portion		\$3.00	
10001746		0.6 oz AK Pollock, Deep Skinned		\$3.00	
<b>Icelandic's Piccadilly Pub - Original Pub Style</b>					
10021782		2 oz Battered Cod Fillet		\$3.00	
10023418		3 oz Battered Cod Fillet, Cash N' Carry		\$3.00	
10021783		3 oz Battered Cod Fillet		\$3.00	
10022070		4 oz Battered Cod Fillet		\$3.00	
10022042		2 oz Battered Pollock Fillet		\$3.00	
10022043		3 oz Battered Pollock Fillet		\$3.00	
<b>Icelandic's Piccadilly Pub - New England Pub Style</b>					
10023392		2 oz Battered Cod Fillet		\$3.00	
10023391		3 oz Battered Cod Fillet		\$3.00	
<b>Big Bob's Belly Buster® - Fillets &amp; Portions</b>					
10002701		7 oz Cod Fillet Shape Dixie Crunch™		\$3.00	
10023827		8 oz Battered Cod Fillets New England Style		\$3.00	
10001693		8 oz Natural Cod, Country Fry		\$3.00	
10024423		8 oz Cod Fillets, Country Fry		\$3.00	
10001697		10 oz Natural Cod Fillets, Country Fry		\$3.00	
10023828		8 oz Battered Pollock Fillets New England Style		\$3.00	
10024552		8 oz Battered Pollock Fillets New England Style, Cash N' Carry		\$3.00	
<b>Tilapia Tonight®</b>					
10023438		4 oz Tilapia Scampi Glaze		\$3.00	
10023439		4.5 oz Tilapia Cajun (griddle ready)		\$3.00	
<b>Tilapia Tenders</b>					
10025725		Redhook® ESB Beer Battered Tenders 2-3 oz		\$3.00	
10025710		Apx. 2.5 oz Bass Pro Shops® Uncle Buck's® Battered Tilapia Tenders		\$3.00	
10025711		Southern Style Biscuit Battered Tenders 2-3 oz		\$3.00	
<b>Tilapia Loins</b>					
10025748		3-4 oz Lemon Pepper Breaded Tilapia Loins		\$3.00	
10025749		3-4 oz Southwest Tortilla Chip Tilapia Loins		\$3.00	

Icelandic® Code	Distributor Code	Description	Cases Purchased	Per Case Rebate	Total Rebate
<b>Redhook® ESB Beer Battered Tilapia</b>					
10001602		4-5 oz Tilapia Fillet Portion		\$3.00	
<b>Icelandic® Pangasius</b>					
10025912		1-2 oz Redhook® ESB Pangasius Fillet Portion		\$3.00	
10025913		2-3 oz Redhook® ESB Pangasius Fillet Portion		\$3.00	
10026000		1-2 oz Dixie Crunch Pangasius Fillet Portion		\$3.00	
10026001		2-3 oz Dixie Crunch Pangasius Fillet Portion		\$3.00	
10026002		4 oz Gourmet Panko Pangasius Breaded Square		\$3.00	
10026077		1-2 oz Gourmet Panko Pangasius Fillet Portion		\$3.00	
10026078		2-3 oz Gourmet Panko Pangasius Fillet Portion		\$3.00	
<b>Big Bob's Belly Buster® Shrimp</b>					
10024745		Redhook® Beer Battered Butterfly Shrimp, 12 ct., Tail-on (Dirty Tail)		\$3.00	
10024746		Redhook® Beer Battered Round Shrimp, 12 ct., Tail-off		\$3.00	
10025072		Skewered Shrimp w. Lime & Garlic Glaze 4 - 16/20 ct. shrimp per skewer, Cash N' Carry		\$3.00	
<b>Sergeant Peppers® Hot and Spicy Seafood</b>					
10025180		31-35 count, Tail-off, Round Shrimp, Hot & Spicy		\$3.00	
<b>Wild Salmon Sensations</b>					
10024470		4 oz Grilled Spicy Mango Glaze		\$3.00	
10024472		4 oz Grilled Citrus Pepper Glaze		\$3.00	
10024502		6 oz Grilled Citrus Pepper Glaze		\$3.00	
10024473		4 oz Grilled Fresh Dill Glaze		\$3.00	
10024503		6 oz Grilled Fresh Dill Glaze		\$3.00	
10024474		4 oz Grilled Au Naturelle Glaze		\$3.00	
10024504		6 oz Grilled Au Naturelle Glaze		\$3.00	
<b>Country Fry™</b>					
10001615		0.75 oz Cod Nugget		\$3.00	
10001686		2.75 oz Cod		\$3.00	
<b>Currents®</b>					
10003280		4 oz Cross Grilled Wild Salmon Fillet		\$3.00	
10003285		4 oz Cross Grilled Tilapia Fillet		\$3.00	
<b>Friday Night Fish Fry® - Milwaukee Style</b>					
10026436		Approx 1 oz Milwaukee Style Breaded Perch Fillet		\$3.00	
10023172		1.5 oz Natural Cod Nugget		\$3.00	
10023173		2 oz Natural Cod Strip		\$3.00	
10023417		2 oz Cod Strip, Cash N' Carry		\$3.00	
<b>Tater Crust™</b>					
10002600		2.5 oz Cod Natural Fillet Portions		\$3.00	
10002621		3.6 oz Hoki Select Shapes™		\$3.00	
<b>Premium Gourmet Breaded (Fresh Bread Crumb)</b>					
10002411		2 oz Cod Natural Fillet Portion		\$3.00	
10002412		3 oz Cod Natural Fillet Portion		\$3.00	
10025761		2-3 oz Cod Natural Fillet Portion, Cash N' Carry		\$3.00	
<b>Bake 'N' Broil</b>					
10003006		4 oz Cod Bake 'N' Broil PUF1		\$3.00	
10020783		5 oz Cod Tail Shape PUF1		\$3.00	
10003000		3.2 oz AK Pollock Uni Cuts PUF1		\$3.00	
<b>Lemon Pepper Seafood Entrees</b>					
10020037		4-5 oz Lemon Pepper Cod Loin PUF1		\$3.00	
10020646		4 oz AK Pollock Lemon Pepper PUF1		\$3.00	
10025748		3-4 oz Lemon Pepper Breaded Tilapia Loins		\$3.00	
<b>Fish-In-A-Minute™</b>					
10002297		2.75 oz Cod Rectangle		\$3.00	
10002948		3 oz Cod Rectangle PUF1		\$3.00	
10002949		4 oz Cod Square PUF1		\$3.00	
10002795		3 oz AK Pollock Rectangle PUF1		\$3.00	
10002720		4 oz AK Pollock High Plate Coverage Cuts		\$3.00	
10002945		3 oz Cod Rectangle Tater Fry PUF1		\$3.00	
<b>Icelandic® Brand Fillets</b>					
<b>Haddock Cellos</b>					
21005140		Haddock Cello Fillet, Skinless		\$15.00	
<b>Haddock - Skin On</b>					
21005536		8-10 oz IQF Haddock Fillets		\$3.00	
<b>Sea Scallops</b>					
23007451		IQF Dry Sea Scallops U/12		\$3.00	
23007452		IQF Dry Sea Scallops 10/20		\$3.00	
23007453		IQF Dry Sea Scallops 20/30		\$3.00	
23007454		IQF Dry Sea Scallops 30/40		\$3.00	
<b>Smoked Salmon</b>					
21008972		1-2 lb. Pre-sliced Smoked Salmon		\$3.00	
21002973		2-3 lb. Pre-sliced Smoked Salmon		\$3.00	
<b>Samband®</b>					
<b>Taco Portions</b>					
10026405		2.6 oz Beer Battered Cod Taco Portion		\$3.00	

**Example:** Joe Cool's Tavern purchased the following Icelandic® Seafood products:

7 cases of code 10026436 = 7 x \$3 = \$21  
 9 cases of code 10026407 = 9 x \$3 = \$27  
 8 cases of code 23007454 = 8 x \$3 = \$24

Subtotal Rebate = \$72  
 Bundle Bonus = \$30 (for purchasing 3 different codes)  
 Rebate Total = \$102

**REBATE** (Minimum \$30. Maximum \$300.)

**BONUS \$**  
 (\$20 for 2 items, \$30 for 3 items, \$40 for 4 items, and \$50 for 5 or more items)

**GRAND TOTAL**  
 (Maximum Rebate \$350.)