



Beat THE STREET

WIN OVER YOUR NEIGHBORHOOD

WITH A YEAR'S WORTH OF SAVINGS ON CHAMPIONSHIP 'QUE.

What does it mean to Beat the Street? In the restaurant business, we know competition is fierce. Cattlemen's® award-winning sauces can help you beat out the competition on your street by bringing patrons back again and again for bold, one-of-a-kind flavors. Get **year-long rebates** on Cattlemen's sauces when you sign up to **Beat the Street** this summer, **May 1 – August 31, 2019**.



ADD THESE RECIPES TO YOUR LINEUP.

LOCAL LEGEND



\$8
REBATE
5 GAL

CATTELEMEN'S KANSAS CITY CLASSIC® BBQ SAUCE PULLED PORK FLATBREAD

PLAY-MAKER



\$7
REBATE
4 COUNT
1 GAL

CATTELEMEN'S MEMPHIS SWEET® BBQ SAUCE TRI-TIP SLIDERS

HOMETOWN HERO



\$7
REBATE
4 COUNT
1 GAL

CATTELEMEN'S CAROLINA TANGY GOLD™ BBQ SAUCE APPLE CIDER WINGS



START SAVING

1



BUY CATTELEMEN'S®

First-time, lapsed and incremental purchasers are eligible*

2



REGISTER MAY 1 - AUGUST 31

Online: cattlemenspromo.com
Email: mccormick@realtime-solutions.com
Mail: P.O. Box 157 Becker, MN 55308

3



SUBMIT USAGE REPORTS

Online, via email or mail for up to 12-months**
For example, if you sign up on June 1, 2019, you are eligible to redeem until May 31, 2020

4



GET PAID

Checks delivered quarterly

*First-time purchasers, current purchasers who buy new flavors and purchasers who haven't bought since March 1, 2019 are eligible.

**For proof of incremental purchase, first usage report submission must backdate to 3/1/2019



FEATURED PRODUCTS

Table with 4 columns: Product Name, Item Code, Pack/Size, Case Rebate. Lists various Cattleman's BBQ Sauce products and their corresponding codes and rebates.

IT'S TIME TO BEAT THE STREET

Form fields for: Name of Establishment, Your Name, Title, Street Address, City/State/ZIP Code, Business Phone Number, Email Address, Distributor Name, City/State/ZIP Code, Sales Representative, Broker.

PRIMARY TYPE OF OPERATION (Check One)

- Checkboxes for: Business & Industry, College/University, Deli, Fine Dining, In-Transit Feeder, Recreational/Entertainment, Vending, Cafeteria, Convenience Store, Family/Casual Dining, Hospital, Military, Retail Store, Catering, Correctional Institution, Fast Food (QSR), Hotel/Motel, Nursing Home, Schools (K-12).

AVERAGE NUMBER OF MEALS PER DAY (Check One)

- Checkboxes for: Under 100 Meals, 100-299 Meals, 300-499 Meals, 500-999 Meals, 1,000-1,999 Meals, 2,000-2,999 Meals, 5,000+ Meals.

TO SPEED UP DELIVERY OF YOUR CHECK

- Instructions for speeding up delivery: Fill out form completely, confirm email, request distributor invoice, attach to enrollment form, total purchase amount valid from May 1, 2019 through August 31, 2020, allow 6-8 weeks for delivery, mail claim to McCormick Foodservice Division Rebate, P.O. Box 157 Becker, MN 55308.

IMPORTANT: This coupon is not valid on cases ordered for resale. Distributors are not eligible for this coupon. Chains or affiliated groups must participate on an individual unit basis. Operators on National Account and/or Deviated Pricing Programs MAY NOT REDEEM on products under contract. Invoices submitted with this offer may be used in conjunction with the McCormick MultiBrand rebate, but not with any other McCormick® Foodservice rebate or promotion. Coupon void where prohibited or restricted. Offer good only in the continental United States and Hawaii. Must be mailed by the operator. Bulk submission from distributors not allowed. INVOICE START DATE: MAY 1, 2019 (First invoice must be backdated to 3/1/19 to confirm new purchase.) Product purchases for 12 months post signup time are eligible. SUBMISSION DATE IS: No later than September 30, 2020 once proof of purchase request received.

All redemption forms plus proof of purchase must be submitted by September 30, 2020. For more rebate information or to submit electronically, visit CattlemenPromo.com

1. Valid on qualifying purchases May 1, 2019 - August 31, 2020. 2. Completed form must be postmarked or submitted online no later than September 30, 2019. Proof of purchase must be submitted no later than September 30, 2020 once proof of purchase request received. 3. Valid for foodservice operators only. Claims may only be submitted by, and made payable to, verified foodservice operators. 4. ONE redemption form per foodservice location. Chains or franchise groups must submit on an individual unit basis. 5. Operators on National Account and/or Deviated Pricing Programs MAY NOT REDEEM on products under contract. 6. Cattleman's offer is valid on per bottle purchases. 7. Invoices submitted with this offer may be used in conjunction with the McCormick MultiBrand rebate, but not with any other rebate or promotion sponsored by McCormick. 8. Copies of original invoices required. No handwritten invoices accepted. DISTRIBUTOR TRACKING REPORTS (velocity reports) or INVOICES must be dated during promotional period and include operator name, address, invoice number, and purchase price. CASH AND CARRY RECEIPTS must be dated during promotional period and include purchase price. 9. Void if restricted, taxed, or forbidden by law. Offer may not be purchased, traded, or sold. Any other use constitutes fraud. Offer valid only in the USA. 10. Please allow 6-8 weeks for processing.

WANT MORE WAYS TO BEAT THE STREET?

Contact your McCormick sales representative today or visit us at McCormickforChefs.com and FrenchsFoodservice.com to discover a fresh array of flavor profiles, ingredient combinations, recipes and more.



24 Schilling Circle - Hunt Valley, MD 21031 800-322-SPICE (7742)