



# Branding Program



**Feature Gardein™ on your menu and in your establishment, purchase at least 5 cases of eligible Gardein™ products, and receive a \$150.00 VISA gift card!**

Program Period: January 1 – December 31, 2019

## Why branding matters:\*

- Gardein™ is the fastest-growing plant-based protein brand in the US
- Gardein™ outperforms top competitors in overall taste and texture
- Gardein™ offers the widest variety and cleanest ingredients in the plant-based protein category



Submission details and full program terms & conditions on reverse.



\*Forbes CMO network, May 27, 2012



# Submission Form

Thank you for participating in the Branding Program.

**Follow these easy steps:**

- Contact your Sales Representative to order menu stickers, posters, clings and table tents.
- Submit images of branded materials in use in your operation and copies of distributor invoices showing purchases of these eligible products:

**Chick'n Products**

- Chick'n Strips 10 lb. bulk - 087426700010
- Chick'n Cubes 3/4" 10 lb. bulk - 087426700011
- Chick'n Breast 50 ct. - 087426700016
- Crispy Chick'n Pieces 10 lb. bulk - 087426700072
- Breaded Chick'n Tenders 12 lb. bulk - 087426700032
- Crispy Chick'n Patties 32 ct. - 084223400100

**Beefless Products**

- Beefless Strips 10 lb. bulk - 087426700020
- Beefless Tips 10 lb. bulk - 087426700043
- Meatless Meatballs 10 lb. bulk - 087426700071
- Ground Crumble (GF) 10 lb. bulk - 087426700113
- Italian Pizza Crumble 10 lb. bulk - 087426700068
- Breakfast Patties 48 ct. - 084223400101

**Fishless Products**

- Fishless Filet 10 lb. bulk - 087426700111

**Burgers**

- 3.4 oz. Beefless Burger 48 ct. - 087426700088
- 4.2 oz. Beefless Burger 48 ct. - 087426700089
- 3.4 oz. Black Bean Burger (GF) 48 ct. - 087426700116
- 4.2 oz. Black Bean Burger (GF) 48 ct. - 087426700117
- 3.4 oz. Veggie Burger (GF) 48 ct. - 087426700114
- 4.2 oz. Veggie Burger (GF) 48 ct. - 087426700115

**Eligible purchases must be made between January 1, 2019 - December 31, 2019 (minimum 5-case purchase required).**

**Complete in full:**

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

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

Title: \_\_\_\_\_

Address (no PO Boxes): \_\_\_\_\_

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

Type of operation:  Fast Food  Midscale/Family  Fine Dining  Cafeteria  Other \_\_\_\_\_

Total cases purchased: \_\_\_\_\_

**Mail to: Conagra Brands**

**Attn: Food Service, Gardein™ Menu Branding, 121 Woodcrest Rd., Cherry Hill, NJ 08003**

**Terms & Conditions:**

1. Independent restaurants and independent noncommercial food service operations are eligible to participate. Chain restaurants may participate with a limit of up to 5 locations per chain (\$750 maximum menu branding allowance per chain).
2. Bid accounts are not eligible to participate in this program.
3. Limit 1 submission per eligible location during program period January 1 – December 31, 2019. All claims must be postmarked by January 31, 2020. Claim to be paid as \$150.00 VISA gift card. Allow 6-8 weeks for claim processing.
4. Eligible product must be purchased from a food service distributor. Minimum purchase requirement to be eligible for \$150.00 branding allowance: 5 cases.
5. Submission must be made by food service operator and include this completed form, images of branded materials in use in operation, plus copies of distributor invoices showing eligible Gardein™ purchases made between January 1 – December 31, 2019 (circle product and price paid – do not highlight).
6. Conagra Brands is not responsible for lost, late, or misdirected submissions. Offer only good in the USA.
7. Menu branding allowance submissions will be approved at the sole discretion of Conagra Brands.
8. Conagra Brands reserves the right to modify, suspend, or cancel this program at for any time or for any reason.

