

GET YOUR BUSINESS ROLLING

SMITHFIELD OFFERS TOTAL SUPPORT
FOR YOUR ROLLER GRILL PROGRAM.

Smithfield[®]
CULINARY 
CREATING MENU INSPIRATION



TURN MORE PROFITS

WHAT THE SMITHFIELD® ROLLER GRILL PROGRAM CAN DO FOR YOU.

A convenience store just isn't a convenience store without the classic roller grill. The workhorse of foodservice, roller grills also play a big part in feeding people on the go at colleges and universities, stadiums and other venues where convenience is key. It serves up hot dogs, smoked sausages and a variety of other items to quickly satisfy the cravings of hungry customers. Research shows that, next to pizza slices, consumers are more likely to purchase a hot dog than any other prepared item at C-stores.



When it comes to optimizing profits from roller grills, Smithfield is your go-to business-building resource. We offer a hot dog and smoked sausage merchandising program with eye-catching materials to attract hungry customers. And when you buy Smithfield products, you earn rebates to offset the costs of that merchandising.

THE PROGRAM OFFERS

BUN HOLDERS

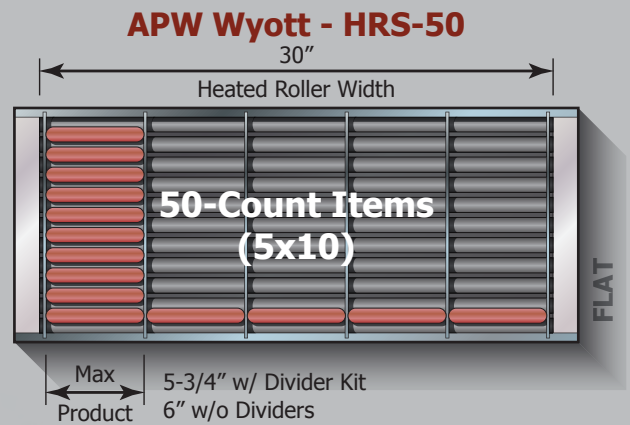
SNEEZE GUARDS

CONDIMENT DISPENSERS

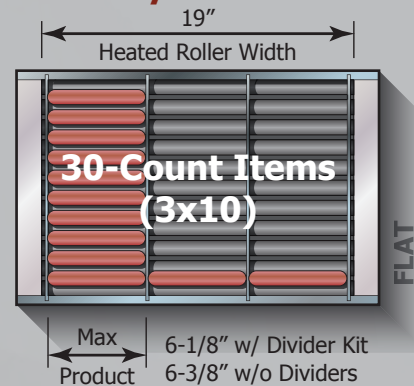
MENU BOARDS

ALL ACCOMPANYING SIGNAGE AND MORE

TWO SIZES OF ROLLER GRILLS



APW Wyott - HRS-31



REBATE PROGRAM INFORMATION

To participate in the Smithfield Roller Grill Rebate Program:

1. Order the merchandising items you need.
2. Purchase Farmland hot dogs and Eckrich smoked sausages.
3. Send in your completed rebate form, along with a copy of your order form, invoices showing purchases and W-9.
4. Receive your check.

For additional information on the Roller Grill Program and our Roller Grill Rebate Offer, contact your Smithfield sales representative, visit SmithfieldCulinary.com or call 888-327-6526.



EQUIPMENT

- Roller Grills** two sizes available to fit your particular operation's needs
- Bun Boxes** two sizes
- Sneeze Guards** to protect customers from the spread of germs

MERCHANDISERS

- Menu Boards** for attaching to roller grills

HOT DOGS

Specifically formulated for roller grill performance, our hot dogs are available in both all-meat and all-beef options from Farmland.

POS AND SMALL WARES

- Tongs and Holder** for safe handling
- Grill Stands and Sleeves** to identify products on the grill
- Flavor IDs** insert for grill stand to identify product on the grill
- Condiment Dispensers** to fill with sauces

HANGING MERCHANDISERS

- Menu Boards** for hanging from the ceiling



A WELL-ROUNDED PROGRAM

WHAT ARE THE KEY COMPONENTS AVAILABLE TO YOUR OPERATION?

From bold graphics to head-turning full-color photography, the Smithfield Roller Grill Program offers the merchandising support and delicious tastes from the brands your customers love. We make available everything you need to attract and satisfy your on-the-go customers and increase sales. Smithfield's family of brands' delicious variety of hot dogs and smoked sausages are customer favorites. You'll want to stock plenty, because they won't last long.

SMOKED SAUSAGE

Specifically formulated for roller grill performance, our variety of smoked sausage includes the following flavors: Jalapeño, Smok-Y Cheddar, Polish, Dark Lager Beer Bratwurst, Bacon Cheddar, Pepperoni Pizza Link, Applewood Jack, Angus Beef and Sweet Chicken Chili, all from Eckrich.





HOW TO GET ROLLING!

FIND ANSWERS TO FREQUENTLY ASKED QUESTIONS HERE.

HOW DO I ORDER MY GRILL & ACCESSORIES?

Simply fill out an order form, and email it to Food Concepts, Inc. at CSR@foodconcepts.com or fax: 608-831-2257. Be sure to keep a copy of the order form to send in with your rebate.

HOW DO I RECEIVE MY SMITHFIELD REBATE?

1. Include copies of the following items:
 - a. Copy of the original order form.
 - b. Smithfield rebate form included in this brochure.
 - c. Distributor invoices showing purchases of Smithfield products. (Note: Invoices must be for purchases made after the purchase date of the program equipment.
 - d. Completed W-9 form that is required by Smithfield Accounting Department.
2. Mail the above to the following:

Smithfield Culinary
Roller Grill Rebate
P.O. Box 552
Traverse City, MI 49685
3. Rebate will be processed within 6–8 weeks of receipt.

NOTE: Reimbursement may be obtained two ways:

1. One check for the total amount of the equipment with the accumulated proofs of purchase with distributor invoices.
2. Two equal payments of half now and half later with the accumulated proofs of purchase with distributor invoices.

LET SMITHFIELD CULINARY INSPIRE YOU

We offer everything you need to build your menu, from innovative culinary insights and ideas that help create head-turning menus, to the industry knowledge and critical thinking you need to achieve a competitive advantage. When it comes to your operation, no one offers more successful business-building solutions than Smithfield Culinary.

For additional information on the Roller Grill Program, contact your Smithfield sales representative, call 888-327-6526 or visit SmithfieldCulinary.com.

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Follow us on Instagram!
[@SmithfieldCulinary](https://www.instagram.com/SmithfieldCulinary)

Smithfield Culinary Mobile App
Now Available! Download it today!





Smithfield® Merchandising Program Order Form

ITEM NUMBER	EQUIPMENT	QUANTITY	UNIT COST	SUB TOTAL
Equipment				
FCI-FL-APW-31	APW 31 Roller Grill	_____	\$704.10	_____
FCI-FL-APW-50	APW 50 Roller Grill	_____	\$844.95	_____
FCI-FL-BB-A31	APW 31 Bun Box	_____	\$158.65	_____
FCI-FL-BB-A50	APW 50 Bun Box	_____	\$177.91	_____
FCI-FL-SG-A31	APW 31 Sneezeguard	_____	\$193.76	_____
FCI-FL-SG-A50	APW 50 Sneezeguard	_____	\$203.86	_____
FCI-FL-DOMESG-A31	APW 31 DOME Sneezeguard	_____	\$145.70	_____
FCI-FL-DOMESG-A50	APW 50 DOME Sneezeguard	_____	\$179.86	_____
Merchandisers				
FCI-FL-APW-31-E-A	Eckrich APW 31 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
FCI-FL-APW-50-E-A	Eckrich APW 50 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
FCI-FL-APW-31-E-F	Farmland APW 31 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
FCI-FL-APW-50-E-F	Farmland APW 50 Post & Plate Merchandiser Menu Board	_____	\$279.00	_____
Hanging Merchandisers				
FCI-FL-APW-31-HM-E	Eckrich APW 31 Hanging Menu Board	_____	\$224.00	_____
FCI-FL-APW-50-HM-E	Eckrich APW 50 Hanging Menu Board	_____	\$224.00	_____
FCI-FL-APW-31-HM-F	Farmland APW 31 Hanging Menu Board	_____	\$224.00	_____
FCI-FL-APW-50-HM-F	Farmland APW 50 Hanging Menu Board	_____	\$224.00	_____
POS and Small Wares				
FCI-FL-FLID-E	Eckrich Flavor IDs – set of 2	_____	\$2.00	_____
FCI-FL-FLID-FL	Farmland Flavor IDs – set of 2	_____	\$2.00	_____
FCI-FL-TONGS	Tongs & Holder	_____	\$14.95	_____
FCI-FL-GSS	Grill Stands & Sleeves (2 Sm, 2 M, 2 Lg)	_____	\$18.00	_____
FCI-FL-COND	Condiment Dispenser	_____	\$295.00	_____

EMAIL OR FAX TO: Food Concepts, Inc., 2551 Parmenter Street, Middleton, WI 53562

Email: CSR@foodconcepts.com Phone: 800-419-9324 Fax: 608-831-2257

SHIP TO:	BILL TO: (Please Specify)
Name _____	Name _____
Address _____	Address _____
City _____ State ____ ZIP _____	City _____ State ____ ZIP _____
Phone _____ Fax _____	Phone _____ Fax _____
Contact _____	Contact _____

Smithfield® Hot Dogs & Smoked Sausage Merchandising Program Rebate

FOR FIRST SUBMISSION: Complete this rebate coupon, attach a copy of the equipment order form, with copies of your distributor invoices showing the purchase of Farmland hot dogs and Eckrich smoked sausages, and your completed W-9 form. Send to the Smithfield Rebate Redemption address shown below. Invoices must be for purchases made after the purchase date of your roller grill or other program equipment.

Operation Name _____
Contact Name & Title _____
Address _____
City _____ State _____ ZIP _____
Distributor _____
Phone _____

**Mail to: Smithfield Culinary
Roller Grill Rebate
P.O. Box 552
Traverse City, MI 49685**

Questions? Call 1-877-570-5504.

Calculate your rebate here:

of cases x \$2/case =

This rebate may be redeemed for up to the cost shown on the Smithfield® Merchandising Program Order Form for equipment ordered through this program. It can be redeemed only by the operator and must have copies of distributor invoices attached, verifying Smithfield products were purchased (after the purchase date of program equipment), along with a copy of the equipment order form verifying the purchase date of equipment from Food Concepts, Inc. Distributor reports (printouts) and bulk redemptions by distributors and/or DSR redemptions do not qualify. Rebates must be mailed from operator's location.

Operator must submit this coupon either **one time for a total rebate** or **two times for 50% each time**.

■ No more than two redemptions will be accepted. Different distributor invoices than the first submission, as well as a copy of the equipment order form, must accompany second rebate submission. This rebate is only valid in conjunction with the equipment listed on the order form. Other manufacturers of roller grills and accessories will not be honored.

■ Eligible Customers: Commercial and noncommercial foodservice operators and c-store operators. Chain operators must participate as single units. Offer applies to individual locations. National accounts and bid customers do not apply.

■ Limits: Offer not valid in conjunction with any other offer. Void where restricted, prohibited or taxed. Please allow 6-8 weeks for payment. Incomplete submissions will delay payment.

■ Eligible Products: Farmland Hot Dogs and Eckrich Smoked Sausages.



SMITHFIELD® ROLLER GRILL PRODUCTS

Farmland® Hot Dogs

ITEM CODE	PRODUCT DESCRIPTION	PACK SIZE (lbs.)
00070247822758	4/lb Gold Medal Gourmet All Beef Frank, 6", Frz	2/5 lbs
00070247822765	5/lb Gold Medal Gourmet All Beef Frank, 6", Frz	2/5 lbs
00070247822789	6/lb Gold Medal Gourmet All Beef Frank, 6", Frz	2/5 lbs
00070247822796	8/lb Gold Medal Gourmet All Beef Frank, 6", Frz	2/5 lbs
00070247810953	4/lb Gold Medal All Beef Frank, 6", Frz	2/5 lbs
00070247813046	5/lb Gold Medal All Beef Frank, 6", Frz	2/5 lbs
00070247811578	6/lb Gold Medal All Beef Frank, 6", Frz	2/5 lbs
00070247810960	8/lb Gold Medal All Beef Frank, 6", Frz	2/5 lbs
00070247810984	4/lb Gold Medal All Meat Frank, 6", Frz	2/5 lbs
00070247811509	5/lb Gold Medal All Meat Frank, 6", Frz	2/5 lbs
00070247811806	6/lb Gold Medal All Meat Frank, 6", Frz	2/5 lbs
00070247811523	8/lb Gold Medal All Meat Frank, 6", Frz	2/5 lbs

Eckrich® Specialty Smoked Sausages

ITEM CODE	PRODUCT DESCRIPTION	PACK SIZE (lbs.)
20027815305322	5/lb Jalapeno & Cheddar Smoked Sausage Link, 6", Frz	5/2 lbs
20027815305315	5/lb Cheddar Smoked Sausage Link, 6", Frz	5/2 lbs
20027815120079	5/lb Polish Smoked Sausage, 6", Frz	2/5 lbs
20027815120086	4/lb Polish Smoked Sausage, 6", Frz	2/5 lbs
20027815221295	5/lb Smoked Sausage Link, 6", Frz	2/5 lbs
20027815111435	6/lb Cheeseburger Link, 6", Frz	2/5 lbs
20027815307371	5/lb Dark Lager Beer Bratwurst Link, 6", Frz, MTO	5/2 lbs
20027815302192	5/lb Bacon Cheddar Sausage Link, 6", Frz, MTO	5/2 lbs
20027815305049	5/lb Pepperoni Pizza Link, 6", Frz, MTO	5/2 lbs
20027815001439	5/lb Applewood Jack Sausage Link, 6", Frz, MTO	5/2 lbs
20027815307692	5/lb Black Angus Beef Smoked Sausage Link, 6", Frz, MTO	5/2 lbs
20027815302406	5/lb Sweet Chili Chicken Sausage Link, 6", Frz, MTO	5/2 lbs

