

AdvancePierre Foodservice FOCUS



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A message from Chad Jimerson

I am pleased to announce AdvancePierre Foods is launching a new US Foods™ *Slice* Promotion that includes two new rebate offers on *Johnsonville*® Ultimate Brat 5:1 and *Barber*® Stuffed Dark Meat Chicken Entrées. The Winter *Slice* Promotion has also been extended with a new rebate offer on Fully Cooked Chopped Beef Steaks and Patties. These rebate promotions will run from May 19–August 17, 2013. Due to the hard work and dedication of **Pat Penderghast**, US Foods is now stocking these four items. This is a perfect example of someone going the extra mile to fight for business. Thanks, Pat, for your dedication and countless hours spent bringing this opportunity to APF.

It is imperative for each zone/region to develop a pull-through plan around the *Slice* promotion, take advantage of this opportunity to drive volume and make this promotion a huge success. If you have any questions about the US Foods *Slice* promotions, please contact Pat Penderghast at pat.penderghast@advancepierre.com or Chad Jimerson at chad.jimerson@advancepierre.com.

Great Selling!



US Foods™ *Slice* Promotion

The US Foods *Slice* Promotion is a major growth opportunity for US Foods and AdvancePierre Foods! The *Slice* promotion offers AdvancePierre guaranteed stocking of four new items at all US Foods Divisions and a feature profile in a national publication created by US Foods for their top customers. Everyone's support is needed to drive this promotion and make it a success.

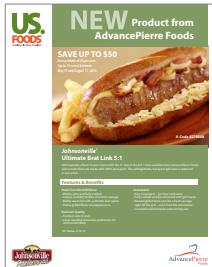
Details and Timeline for Promotion:

- US Foods Marketing will feature our promoted products in their *Slice* publication. This publication is distributed to all US Foods Divisions, and over 220,000 copies will be printed and distributed to top customers by US Food's Territory Managers.
- US Foods Corporate will provide promotion and product details to the Divisions starting the week of April 22 and will launch in the field on **May 19, 2013**, with no specific end date for the publication.
- Four products are featured in the promotion: *Signature Supreme*™ Premium Stuffed Dark Meat Chicken, Broccoli & Cheese (045453); Traditional Sage (045438); Seasoned Broccoli & Cheese (046453) and *Johnsonville*® Ultimate Brat 5:1 (100131).
- US Foods Divisions will place purchase orders starting on **May 5, 2013** (if they are not already stocking).
 - US Foods *Slice* Products Recommended Order Quantities by Division will be provided.
 - If you have any significant conversions on the table, please notify Demand Planning immediately.
- In addition to the rebate offers detailed below, endusers and Divisions will receive:
 - *Barber*® Stuffed Dark Meat Chicken Entrées: Endusers receive \$3.00 /case off invoice and the Divisions earn \$1.00/case.
 - *Johnsonville* Product: Endusers receive \$1.00/case off invoice and the Divisions earn \$1.00/case.
- Starting immediately, our field sales organization team should engage with each Division to ensure they are on the agenda for a sales meeting to occur **prior to May 19, 2013**. This directive comes from US Foods Corporate.
- Products are to remain stocked for a minimum of 90 days. We have until mid-August to make sure the items remain in stock. **Make sure your broker action plans include supporting this promotion.**
- Void matrix reports by Zone will be provided prior, mid and post-promotion.
- A Foodservice Rewards® contact list featuring endusers who have identified US Foods as their primary distributor will be provided.
 - Use this list to target top endusers.
 - The four promoted products are NOT Foodservice Rewards eligible at this time.
 - Use the rebates to help introduce the products.

(Continued on following page)

Marketing Support:

- A customized brochure and two rebate forms have been created to support the new US Foods *Slice* promotion. The pieces feature the four promoted products along with the US Foods logo and A-codes. These pieces are available for download on the STP. The two rebate forms are ready for ordering through Village Press. The brochure will be available for orders at Village Press starting on approximately May 10, 2013.
- An announcement will be sent out to all the Premier customers regarding the promoted items.
- *Barber*® Stuffed Chicken Entrées PowerPoint Selling Deck, Training Guide to Successful Cutting and Catering Video are available on the STP as additional resources.
- The *Johnsonville*® Bratwurst 5:1 Sell Sheet, PowerPoint Selling Deck and Foodservice Selling Guide are available on the STP as additional resources.



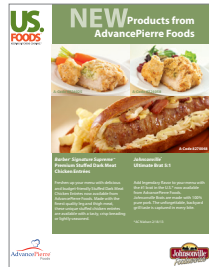
\$5 per case (up to 10 cases) between May 19 and August 17, 2013. (Available Now)

Click image to download US Foods *Slice* Rebate—Johnsonville VP# 40892



\$10 per case (up to 5 cases) between May 19 and August 17, 2013. (Available Now)

Click image to download US Foods *Slice* Rebate—Barber VP# 40863



Training brochure featuring all of the items. (Coming Soon)

Click image to download US Foods *Slice* Brochure—VP# 40864



Click image to download *Slice* Brochure with the Premier logo. Available in .pdf format only.

Additional Resources (Click each image to download):



Barber PPT Selling Deck



Barber Training Guide to Successful Cuttings



Catering ProCast™ Video



Johnsonville Ultimate Brat 5:1 (100131) Sell Sheet VP# 38328



Johnsonville PPT Selling Deck



Johnsonville Foodservice Selling Guide

Product Description	A-Code	APF Code	Pack/Portion	Case Weight
Signature Supreme™ Premium Stuffed Dark Meat Chicken, Broccoli & Cheese	6724025	045453	36/4.00 oz.	9.00 lbs.
Signature Supreme Premium Stuffed Dark Meat Chicken, Traditional Sage	6724058	045438	36/4.00 oz.	9.00 lbs.
Signature Supreme Premium Stuffed Dark Meat Chicken, Seasoned Broccoli & Cheese	7578263	046453	36/4.00 oz.	9.00 lbs.
Johnsonville Ultimate Brat 5:1	8270068	100131	50/3.20 oz. 2/5 lb. bags	10.00 lbs.



Signature Supreme Premium Stuffed Dark Meat Chicken, Traditional Sage (6724058)



Signature Supreme Premium Stuffed Dark Meat Chicken, Broccoli & Cheese (7578263)

US Foods™ Winter Slice Promotion Update

AdvancePierre Foods has gained a 60-day extension on the Winter *Slice* inventory stocking with US Foods. Execution in the field is a must to make sure these items remain selling and in stock!

- In addition to the rebate offers detailed below, endusers will receive off-invoice incentives and the Territory Managers will also earn incentives.

-The time frame and specific details for the operator and TM incentives will be communicated when they are confirmed with US Foods Corporate.

- To support this opportunity, the rebate offer featuring three burger products has been extended. This piece is available for download on the STP. The rebate will be available for orders at Village Press starting on approximately May 10, 2013.



US Foods New Burgers from AdvancePierre Foods **Rebate-Extended Offer** VP# 39861

\$10 per case (up to 5 cases) between May 19 and August 17, 2013. (Coming Soon)



US Foods New Burgers from AdvancePierre Foods **Brochure** VP# 39860

Training brochure featuring all of the products. (Available Now)

Product Description	A-Code	APF Code	Pack/Portion	Case Weight
The PUB® Classic CHOP HOUSE® Flamebroiled Chopped Beef Steak	4836961	95527	60/2.70 oz.	10.13 lbs.
Tenderbroil® Flamebroiled Premium Beef Pattie	4859922	20120	60/2.70 oz.	10.13 lbs.
Tenderbroil Flamebroiled Premium Turkey Pattie	1875988	21035	48/3.50 oz.	10.50 lbs.

If you have any questions regarding US Foods support, please contact Eric Frye (eric.frye@advancepierre.com), Pat Penderghast (pat.penderghast@advancepierre.com) or Pam Godlove (pam.godlove@advancepierre.com).

Certified Angus Beef® Brand Products Rebate

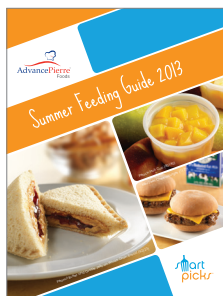


There is a new "Upgrade Your Business" Certified Angus Beef® Brand Products rebate available on the STP and for order from Village Press. Endusers receive \$5.00 per case, up to 10 cases, on all Certified Angus Beef® Brand Breaded and Philly Steak Products and \$10.00 per case, up to 5 cases, on all Certified Angus Beef® Brand Beef Steak Burgers. The total maximum combined offer is \$100. Qualifying purchases must be made between May 1 and July 31, 2013.



Click image to download Certified Angus Beef Brand Products **Rebate** VP# 40891

Angus beef at its best



Click image to download **Summer Feeding Guide 2013**

2013 Schools Summer Feeding Guide Now Available!

The new and simplified 2013 Schools Summer Feeding Guide lists grab-and-go products that are great for Summer Feeding Programs. Also included is an opportunity for school operators to earn Foodservice Rewards® points on all AdvancePierre Foods items purchased between May 1 and July 30, 2013. A limited number of hard copies of this brochure will be available through the Zone School Specialists as well as Broker offices. The guide is also available for download on the [Sales Team Portal](#).

For any additional questions, please contact Drew Dozier at drew.dozier@advancepierre.com.