

# MAKE. SERVE. WIN!

- WHO:** WNY restaurants – *first 20 to sign up!*  
**WHAT:** Buffalo's Best Mac & Cheese Challenge, sponsored by Lactalis Foodservice  
**WHERE:** Your own restaurant  
**WHEN:** March 1 – March 31, 2012  
**WHY:** *It's no secret - Mac & Cheese, America's #1 comfort food, is always a big seller. Here's your chance to win great prizes, build sales, and bring in new customers. We're providing all of the tools to see that you succeed!*



**How you can win:** Make and serve your best Mac & Cheese using one of Lactalis' fine brands of artisan cheeses – you'll find them in your Sample Cheese Starter Kit. If you receive the highest percentage of 'like' votes between March 1 - March 31, you'll be Buffalo's Best Mac & Cheese Challenge champion! Sign up today and everyone – you, your wait staff and your customers – will be well on the way to winning big! All winners will be announced on April 15, 2012.

## GREAT PRIZES.



**Trip for two to Las Vegas – for your chef, owner or GM**

- If your Mac & Cheese received the highest percentage of 'like' votes, you'll win.

### **\$1,000 for your wait staff**

- If your restaurant wins the Challenge, you'll receive \$1,000 in AmEx Gift Card(s) to award to deserving member(s) of your wait staff. We'll help you devise the right plan for you.

### **Customers win too!**

#### **Grand Prize – Apple iPad**

- The winner's name will be drawn from all votes cast online. The more participating restaurants customers vote for, the greater their chances to win.



#### **\$50 gift certificates – two for each participating restaurant**

- Winners' names will be drawn from all votes cast online for the restaurant(s) they visited and voted for. 40 winners in all.

## GREAT SUPPORT.

- **Media blitz** to drive traffic to your restaurant, including public relations, advertising (*Artvoice*, *Buffalo Spree*, buffalo.com), social media (Facebook) and blogger support.
- **Sample Cheese Starter Kit** to inspire your creativity, including these fine artisan brands from Lactalis: Président®, Galbani®, Sorrento®, Mozzarella Fresca, Boule D'or and Istar.
- **Promotional materials** for your restaurant, including posters, counter cards, table tents, voter cards, wait staff guidelines and much more!
- **Promotion Help Line**, 877.522.8254.

## DON'T MISS OUT - SIGN UP TODAY!

- Just go to [www.macandcheesechallenge.com](http://www.macandcheesechallenge.com) or call 877.522.8254. Don't delay – you must sign up before February 15.
- **Good luck!**

If you have questions, please contact Lactalis Foodservice Sales Support, at 877.522.8254 or visit our website: [www.macandcheesechallenge.com](http://www.macandcheesechallenge.com).

