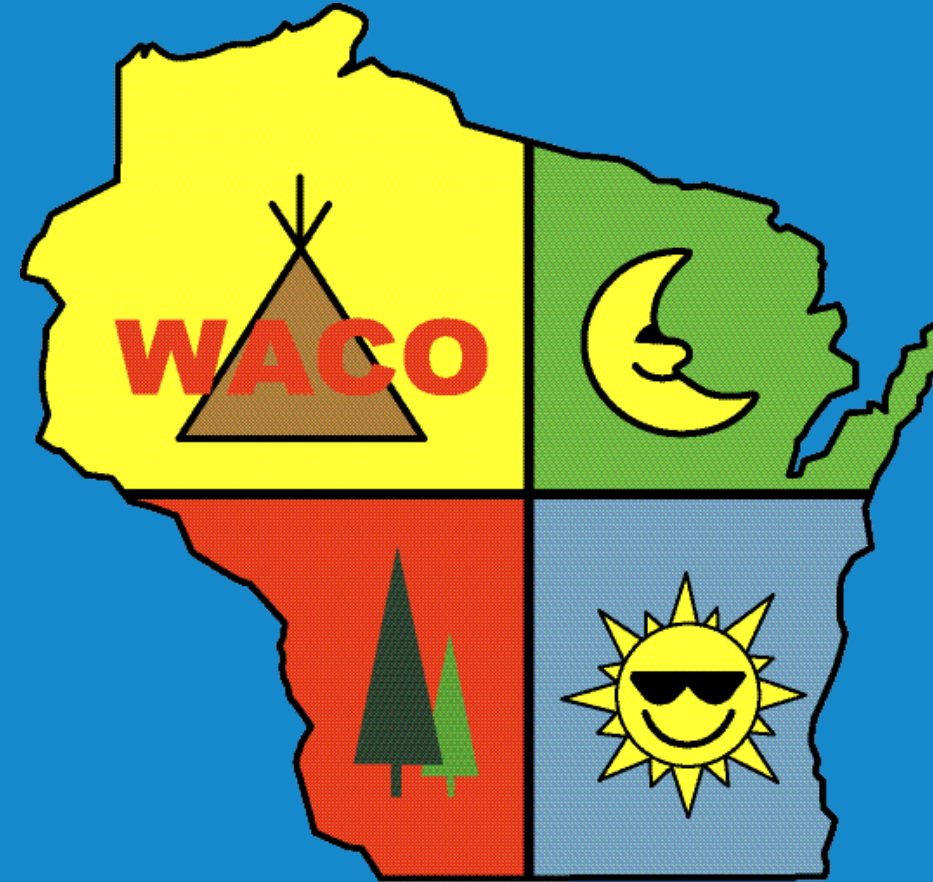




Martin Bros.
DISTRIBUTING CO INC

I Scream for Ice Cream!

Potentially the most
profitable item you can
feature at your campground!





Martin Bros.
DISTRIBUTING CO. INC.

No matter what size your dip cabinet is,
the keys to being profitable are the same.



Proper Ice Cream Serving Habits

- Use a dry dipper
- Circular Scooping – Uniform size is key to profitability
- Begin the next scoop where you left off with the last
- Scoop in a circular pattern removing one layer at a time

Proper Ice Cream Handling – Serving Hours

- Put Ice Cream in the freezer as soon as it arrives - rotate
- Recommended Storage Temps -10 to 20 degrees
- The coldest place in a dip cabinet is always low...
- Monitor temps regularly – part of the daily routine
- Close the top as soon as you are done serving

Proper Ice Cream Handling – Closed Hours

- Whenever time allows, neatly scrape down the sides of the pails and blend with the scooping level of ice cream
- Put lids on at the end of the day to keep product fresh
- Wipe down with a warm wet cloth any spills in the cabinet or lid tops so it is ready for the next day.

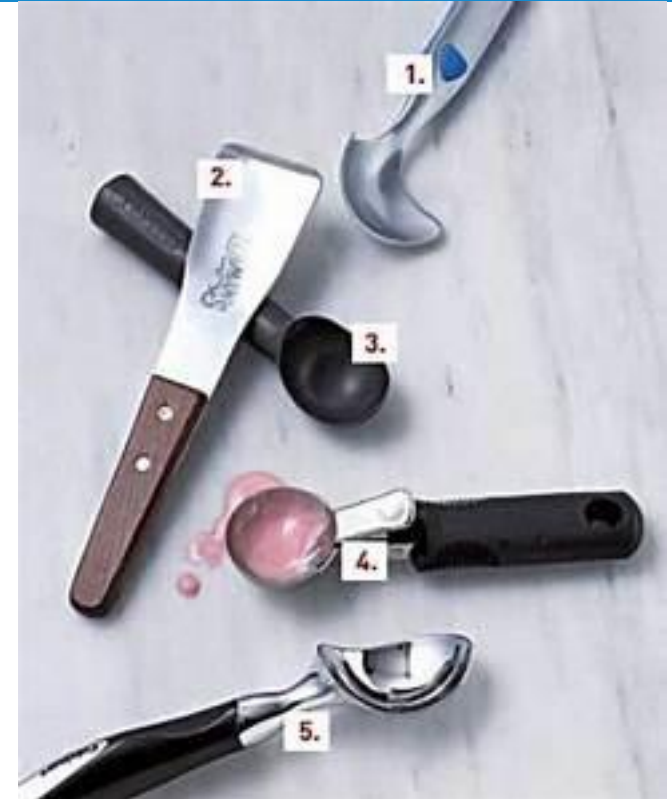
DIPPING & STORING ICE CREAM

DIPPING INSTRUCTIONS		STORAGE
1	Dry Dipper Remove water from dipper by tapping lightly on dipper pad. Water on ice cream creates ice crystals which look and taste bad!	1 Upon arrival, immediately check the temperature of the products. Products with a temperature reading higher than 5° F should be refused. (Temperature should be taken one inch from sidewall)
2	Circular Scooping Ice Cream should be at 5° to 7° F for the best dipping results. Start scooping close to can wall, cutting about 1/2 inch down. Continue cutting in a circular pattern, rotating the can by hand.	2 Store all ice cream and frozen dessert products immediately upon arrival.
3	Completing the Scoop When the dipper is full, turn the dipper under the ball of ice cream to round out, fill in the vacant pockets and lift up.	3 Store at temperatures of -10° to -20° F.
4	Scoop Continuously Begin the next scoop where the last one left off. Continue scooping in a circular pattern, removing one layer of ice cream at a time. Never compress ice cream. Dipping downward into the ice cream compresses the ice cream, changes the texture and reduces the yield of ice cream.	4 Place all ice cream products on racks and allow for air circulation between stacks and walls.
		5 Monitor the temperature of the freezer on a regular schedule. The temperature dial should be easily read.
		6 Limit the number of times you open the freezer to reduce warm air from entering the freezer.



Wells Enterprises, Inc. • 1 Blue Bunny Drive • LeMars, IA 51031 • 855-331-5083
foodservice.bluebunny.com

Using the Right Tools



Cost calculations are based on the size of your disher so all dishers should be the same size. Each dipper has a number on it. Cost calculations will be made based on that number – Tools Discussion

BLUE BUNNY. PRODUCT COST CALCULATOR

Find your current cost per 3G tub, then locate your scoop size to find your cost per scoop.

Calculating Costs

1. Find your cost per 3 gallon pail
2. Cost per scoop is based on size of dipper
3. Cost per dipper times the number of scoops
4. Cost of Cone plus Ice Cream Cost and Napkin = total cost
5. Base retails for single, double and triple scoops

BLUE BUNNY PREMIUM ICE CREAM				
4.7 lbs./gallon (75.2 oz/gal)				
		Cost/Scoop (approx. weight)		
Cost/3 gal.	Cost oz.	No.20 (2.0oz)	No.16 (2.6oz)	No.12 (3.3oz)
\$25.00	\$0.1108	\$0.2216	\$0.2881	\$0.3657
\$25.40	\$0.1126	\$0.2252	\$0.2927	\$0.3715
\$25.80	\$0.1144	\$0.2287	\$0.2973	\$0.3774
\$26.20	\$0.1161	\$0.2323	\$0.3020	\$0.3832
\$26.60	\$0.1179	\$0.2358	\$0.3066	\$0.3891
\$27.00	\$0.1197	\$0.2394	\$0.3112	\$0.3949
\$27.40	\$0.1215	\$0.2429	\$0.3158	\$0.4008
\$27.80	\$0.1232	\$0.2465	\$0.3204	\$0.4066
\$28.20	\$0.1250	\$0.2500	\$0.3250	\$0.4125
\$28.60	\$0.1268	\$0.2535	\$0.3296	\$0.4184
\$29.00	\$0.1285	\$0.2571	\$0.3342	\$0.4242
\$29.40	\$0.1303	\$0.2606	\$0.3388	\$0.4301
\$29.80	\$0.1321	\$0.2642	\$0.3434	\$0.4359
\$30.20	\$0.1339	\$0.2677	\$0.3480	\$0.4418
\$30.60	\$0.1356	\$0.2713	\$0.3527	\$0.4476
\$31.00	\$0.1374	\$0.2748	\$0.3573	\$0.4535
\$31.40	\$0.1392	\$0.2784	\$0.3619	\$0.4593
\$31.80	\$0.1410	\$0.2819	\$0.3665	\$0.4652
\$32.20	\$0.1427	\$0.2855	\$0.3711	\$0.4710
\$32.60	\$0.1445	\$0.2890	\$0.3757	\$0.4769
\$33.00	\$0.1463	\$0.2926	\$0.3803	\$0.4827
\$33.40	\$0.1480	\$0.2961	\$0.3849	\$0.4886
\$33.80	\$0.1498	\$0.2996	\$0.3895	\$0.4944
\$34.20	\$0.1516	\$0.3032	\$0.3941	\$0.5003
\$34.60	\$0.1534	\$0.3067	\$0.3988	\$0.5061
\$35.00	\$0.1551	\$0.3103	\$0.4034	\$0.5120
\$35.40	\$0.1569	\$0.3138	\$0.4080	\$0.5178
\$35.80	\$0.1587	\$0.3174	\$0.4126	\$0.5237
\$36.20	\$0.1605	\$0.3209	\$0.4172	\$0.5295
\$36.60	\$0.1622	\$0.3245	\$0.4218	\$0.5354
\$37.00	\$0.1640	\$0.3280	\$0.4264	\$0.5412
\$37.40	\$0.1658	\$0.3316	\$0.4310	\$0.5471
\$37.80	\$0.1676	\$0.3351	\$0.4356	\$0.5529
\$38.20	\$0.1693	\$0.3387	\$0.4402	\$0.5588
\$38.60	\$0.1711	\$0.3422	\$0.4449	\$0.5646
\$39.00	\$0.1729	\$0.3457	\$0.4495	\$0.5705

BLUE BUNNY SHERBET AND SORBET				
6.25 lbs./gallon (100 oz/gal)				
		Cost/Scoop (approx. weight)		
Cost/3 gal.	Cost oz.	No.20 (2.6oz)	No.16 (3.5oz)	No.12 (4.4oz)
\$17.00	\$0.0567	\$0.1473	\$0.1983	\$0.2493
\$17.40	\$0.0580	\$0.1508	\$0.2030	\$0.2552
\$17.80	\$0.0593	\$0.1543	\$0.2077	\$0.2611
\$18.20	\$0.0607	\$0.1577	\$0.2123	\$0.2669
\$18.60	\$0.0620	\$0.1612	\$0.2170	\$0.2728
\$19.00	\$0.0633	\$0.1647	\$0.2217	\$0.2787
\$19.40	\$0.0647	\$0.1681	\$0.2263	\$0.2845
\$19.80	\$0.0660	\$0.1716	\$0.2310	\$0.2904
\$20.20	\$0.0673	\$0.1751	\$0.2357	\$0.2963
\$20.60	\$0.0687	\$0.1785	\$0.2403	\$0.3021
\$21.00	\$0.0700	\$0.1820	\$0.2450	\$0.3080
\$21.40	\$0.0713	\$0.1855	\$0.2497	\$0.3139
\$21.80	\$0.0727	\$0.1889	\$0.2543	\$0.3197
\$22.20	\$0.0740	\$0.1924	\$0.2590	\$0.3256
\$22.60	\$0.0753	\$0.1959	\$0.2637	\$0.3315
\$23.00	\$0.0767	\$0.1993	\$0.2683	\$0.3373
\$23.40	\$0.0780	\$0.2028	\$0.2730	\$0.3432
\$23.80	\$0.0793	\$0.2063	\$0.2777	\$0.3491
\$24.20	\$0.0807	\$0.2097	\$0.2823	\$0.3549
\$24.60	\$0.0820	\$0.2132	\$0.2870	\$0.3608
\$25.00	\$0.0833	\$0.2167	\$0.2917	\$0.3667
\$25.40	\$0.0847	\$0.2201	\$0.2963	\$0.3725
\$25.80	\$0.0860	\$0.2236	\$0.3010	\$0.3784
\$26.20	\$0.0873	\$0.2271	\$0.3057	\$0.3843
\$26.60	\$0.0887	\$0.2305	\$0.3103	\$0.3901
\$27.00	\$0.0900	\$0.2340	\$0.3150	\$0.3960
\$27.40	\$0.0913	\$0.2375	\$0.3197	\$0.4019
\$27.80	\$0.0927	\$0.2409	\$0.3243	\$0.4077
\$28.20	\$0.0940	\$0.2444	\$0.3290	\$0.4136
\$28.60	\$0.0953	\$0.2479	\$0.3337	\$0.4195
\$29.00	\$0.0967	\$0.2513	\$0.3383	\$0.4253
\$29.40	\$0.0980	\$0.2548	\$0.3430	\$0.4312
\$29.80	\$0.0993	\$0.2583	\$0.3477	\$0.4371
\$30.20	\$0.1007	\$0.2617	\$0.3523	\$0.4429
\$30.60	\$0.1020	\$0.2652	\$0.3570	\$0.4488
\$31.00	\$0.1033	\$0.2687	\$0.3617	\$0.4547

BLUE BUNNY FAT FREE FROZEN YOGURT SUPER PREMIUM ICE CREAM				
5.5 lbs./gallon (88 oz/gal)				
		Cost/Scoop (approx. weight)		
Cost/3 gal.	Cost oz.	No.20 (2.3oz)	No.16 (3.0oz)	No.12 (3.8oz)
\$23.00	\$0.0871	\$0.2004	\$0.2614	\$0.3311
\$23.40	\$0.0886	\$0.2039	\$0.2659	\$0.3368
\$23.80	\$0.0902	\$0.2073	\$0.2705	\$0.3426
\$24.20	\$0.0917	\$0.2108	\$0.2750	\$0.3483
\$24.60	\$0.0932	\$0.2143	\$0.2795	\$0.3541
\$25.00	\$0.0947	\$0.2178	\$0.2841	\$0.3598
\$25.40	\$0.0962	\$0.2213	\$0.2886	\$0.3656
\$25.80	\$0.0977	\$0.2248	\$0.2932	\$0.3714
\$26.20	\$0.0992	\$0.2283	\$0.2977	\$0.3771
\$26.60	\$0.1008	\$0.2317	\$0.3023	\$0.3829
\$27.00	\$0.1023	\$0.2352	\$0.3068	\$0.3886
\$27.40	\$0.1038	\$0.2387	\$0.3114	\$0.3944
\$27.80	\$0.1053	\$0.2422	\$0.3159	\$0.4002
\$28.20	\$0.1068	\$0.2457	\$0.3205	\$0.4059
\$28.60	\$0.1083	\$0.2492	\$0.3250	\$0.4117
\$29.00	\$0.1098	\$0.2527	\$0.3295	\$0.4174
\$29.40	\$0.1114	\$0.2561	\$0.3341	\$0.4232
\$29.80	\$0.1129	\$0.2596	\$0.3386	\$0.4289
\$30.20	\$0.1144	\$0.2631	\$0.3432	\$0.4347
\$30.60	\$0.1159	\$0.2666	\$0.3477	\$0.4405
\$31.00	\$0.1174	\$0.2701	\$0.3523	\$0.4462
\$31.40	\$0.1189	\$0.2736	\$0.3568	\$0.4520
\$31.80	\$0.1205	\$0.2770	\$0.3614	\$0.4577
\$32.20	\$0.1220	\$0.2805	\$0.3659	\$0.4635
\$32.60	\$0.1235	\$0.2840	\$0.3705	\$0.4692
\$33.00	\$0.1250	\$0.2875	\$0.3750	\$0.4750
\$33.40	\$0.1265	\$0.2910	\$0.3795	\$0.4808
\$33.80	\$0.1280	\$0.2945	\$0.3841	\$0.4865
\$34.20	\$0.1295	\$0.2980	\$0.3886	\$0.4923
\$34.60	\$0.1311	\$0.3014	\$0.3932	\$0.4980
\$35.00	\$0.1326	\$0.3049	\$0.3977	\$0.5038
\$35.40	\$0.1341	\$0.3084	\$0.4023	\$0.5095
\$35.80	\$0.1356	\$0.3119	\$0.4068	\$0.5153
\$36.20	\$0.1371	\$0.3154	\$0.4114	\$0.5211
\$36.60	\$0.1386	\$0.3189	\$0.4159	\$0.5268
\$37.00	\$0.1402	\$0.3223	\$0.4205	\$0.5326

Profit Calculations

Anything that the customer takes with them should be calculated in your cost.

Cone, Ice Cream, Napkins

Note the dipper size determines how many dips or “Scoops” you get per gallon.

If you push too hard on the ice cream as you scoop it, you will compress and condense the ice cream, and get less yield per pail.

PROFIT CALCULATOR

To figure the sell price of your dessert item, calculate the cost of the ingredients divided by (100% - Desired Profit %) = Selling Price.

Example: Assume a 40% Gross Profit is desired.

The cost of the ice cream and toppings is \$0.52.

$\$0.52 / 60\% = \0.87 (Selling Price)

CALCULATE YOUR PROFITS:

Dessert #1

\$ _____ / _____ % = \$ _____

Cost % Margin Sell Price

Dessert #2

\$ _____ / _____ % = \$ _____

Cost % Margin Sell Price

Dessert #3

\$ _____ / _____ % = \$ _____

Cost % Margin Sell Price

Dessert #4

\$ _____ / _____ % = \$ _____

Cost % Margin Sell Price

ICE CREAM DIPPER YIELD CALCULATOR

DIPPER SIZE	AVERAGE YIELD
No. 10	19 dips per gallon
No. 12	23 dips per gallon
No. 16	29 dips per gallon
No. 20	38 dips per gallon
No. 24	44 dips per gallon
No. 30	60 dips per gallon
No. 40	144 dips per gallon



foodservice.bluebunny.com



YIELD, COST & PROFIT CALCULATOR

for Premium Ice Cream,
Sherbet, Sorbet &
Fat Free Frozen Yogurt

You are in control of your Gross Profit \$

Know Your Costs

- Most Expensive Flavor of 3-gallon pail? \$19 - \$38
- Cake Cone Cost .07 - .12
- Waffle Cone Cost .29
- Bowl and Spoon Cost .09
- Topping Costs for Sundaes - know cost per ounce
- Labor Cost as a percent of sales - discussion



FLAVOR FAVORITES BY REGION

TOP 4 ACROSS THE USA



VANILLA



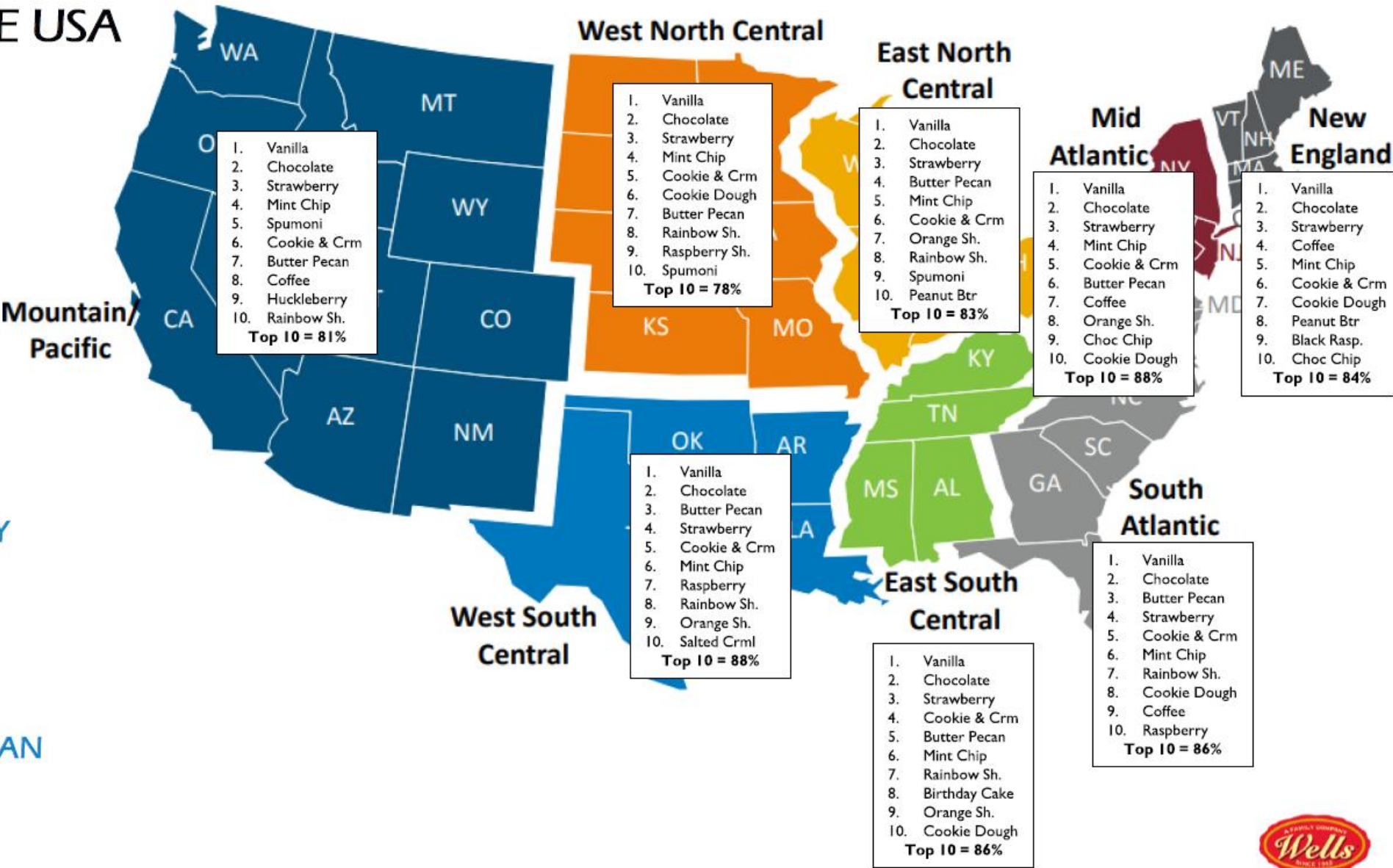
CHOCOLATE



STRAWBERRY



BUTTER PECAN





Martin Bros.
DISTRIBUTING CO INC

FLAVORS OF THE MONTH

JANUARY



**Rocky Road
Premium Ice Cream**
Creamy marshmallow
ribbon and crunchy
mixed nuts blended in
chocolate ice cream.
Martin# 990320

FEBRUARY



**Strawberry
Cheesecake
Premium Ice Cream**
Cheesecake ice cream
with sweet strawberry
swirls and crunchy
graham pieces.
Martin# 990900

MARCH



**Mint Chocolate Chip
Premium Ice Cream**
Rich chocolate
flavored chips
mixed into our cool
mint ice cream.
Martin# 990200

APRIL



**Cookies & Cream
Premium Ice Cream**
Creme-filled chocolate
cookies blended in
creamy vanilla flavored
ice cream.
Martin# 990810

MAY



Orange Sherbet
A light, refreshing
treat made with
fruity orange puree
and natural orange
flavoring.
Martin# 990500

JUNE



**Huckleberry
Premium Ice Cream**
Sweet blueberries
swirled into delicious
huckleberry ice
cream.
Martin# 991480

JULY



**Salted Caramel Craze
Premium Ice Cream**
Sea salt caramel ice
cream with sea salt
caramel swirls and
sea salt caramel milk
chocolaty bunnies.
Martin# 966410

AUGUST



**Cotton Candy
Premium Ice Cream**
Pink and blue cotton
candy ice cream
sprinkled with candy
confetti pieces.
Martin# 990030

SEPTEMBER



**Butter Pecan
Premium Ice Cream**
Creamy butter pecan
ice cream with
crunchy pecans.
Martin# 990240

OCTOBER



**Strawberry
Premium Ice Cream**
Fresh and fruity
strawberry ice cream
made with ripe
strawberries.
Martin# 990090

NOVEMBER



**Cinnamon
Premium Ice Cream**
Creamy cinnamon
ice cream.
Martin# 990350

DECEMBER



**Spumoni
Premium Ice Cream**
Chocolate ice cream,
old-world nut ice cream
and spumoni ice cream
with fruit mix and
mixed nuts.
Martin# 990130



3 Gallon Ice Cream Stocked at Martin Bros.



BLUE BUNNY, VANILLA
BEAN PREMIUM ICE CREAM
1/3 gal.
MFG# 516374
MBD# 990210



BLUE BUNNY, CHOCOLATE
CHIP PREMIUM ICE CREAM
1/3 gal.
MFG# 19533
MBD# 990110



BLUE BUNNY, CHOCOLATE
BROWNIE EXTREME* PREMIUM
ICE CREAM
1/3 gal.
MFG# 765475
MBD# 990310



BLUE BUNNY, BANANA SPLIT
PREMIUM ICE CREAM
1/3 gal.
MFG# 487150
MBD# 990270



BLUE BUNNY,
ORANGE SHERBET
1/3 gal.
MFG# 19784
MBD# 990500



BLUE BUNNY, VANILLA
PREMIUM ICE CREAM
1/3 gal.
MFG# 19490
MBD# 990050



BLUE BUNNY, PEPPERMINT
STICK PREMIUM ICE CREAM
1/3 gal.
MFG# 19542
MBD# 990190



BLUE BUNNY, BUNNY TRACKS*
PREMIUM ICE CREAM
1/3 gal.
MFG# 632197
MBD# 990370



BLUE BUNNY, COFFEE
PREMIUM ICE CREAM
1/3 gal.
MFG# 19551
MBD# 990840



BLUE BUNNY,
RAINBOW SHERBET
1/3 gal.
MFG# 19800
MBD# 990520



BLUE BUNNY, VANILLA
NSA FF ICE CREAM
1/3 gal.
MFG# 553091
MBD# 990430



BLUE BUNNY, STRAWBERRY
CHEESECAKE PREMIUM ICE CREAM
1/3 gal.
MFG# 15608
MBD# 990900



BLUE BUNNY, BIRTHDAY CAKE
PREMIUM ICE CREAM
1/3 gal.
MFG# 730111
MBD# 990390



BLUE BUNNY, QUICK BLEND*
VANILLA ICE CREAM
1/3 gal.
MFG# 773034
MBD# 990890



BLUE BUNNY,
RASPBERRY SHERBET
1/3 gal.
MFG# 19819
MBD# 990560



BLUE BUNNY, STRAWBERRY
PREMIUM ICE CREAM
1/3 gal.
MFG# 19515
MBD# 990090



BLUE BUNNY, CHOCOLATE CHIP
COOKIE DOUGH PREMIUM ICE CREAM
1/3 gal.
MFG# 346609
MBD# 990850



BLUE BUNNY, SCOOPER HERO*
PREMIUM ICE CREAM
1/3 gal.
MFG# 487054
MBD# 990290



COUNTRY RICH*
VANILLA ICE CREAM
1/3 gal.
MFG# 102010
MBD# 990060



BLUE BUNNY,
LEMON SORBET
1/3 gal.
MFG# 538207
MBD# 990860



BLUE BUNNY, CHOCOLATE
PREMIUM ICE CREAM
1/3 gal.
MFG# 19506
MBD# 990070



BLUE BUNNY, CINNAMON
PREMIUM ICE CREAM
1/3 gal.
MFG# 19560
MBD# 990350



BLUE BUNNY, COTTON CANDY
PREMIUM ICE CREAM
1/3 gal.
MFG# 662429
MBD# 990030



COUNTRY RICH*
CHOCOLATE ICE CREAM
1/3 gal.
MFG# 352081
MBD# 990010



BLUE BUNNY, SALTED CARAMEL
CRAZE PREMIUM ICE CREAM
1/3 gal.
MFG# 1095063
MBD# 966410



BLUE BUNNY, MINT CHOCOLATE CHIP
PREMIUM ICE CREAM
1/3 gal.
MFG# 19579
MBD# 990200



BLUE BUNNY, PRALINE PECAN
PREMIUM ICE CREAM
1/3 gal.
MFG# 57202
MBD# 990490



COUNTRY RICH*
STRAWBERRY ICE CREAM
1/3 gal.
MFG# 598987
MBD# 990040



BLUE BUNNY, BUTTER PECAN
PREMIUM ICE CREAM
1/3 gal.
MFG# 19748
MBD# 990240



BLUE BUNNY, PEANUT BUTTER &
FUDGE PREMIUM ICE CREAM
1/3 gal.
MFG# 33429
MBD# 990250



BLUE BUNNY, FAT FREE
VANILLA FROZEN YOGURT
1/3 gal.
MFG# 351054
MBD# 990600



BLUE BUNNY, FRENCH VANILLA
PREMIUM ICE CREAM
1/3 gal.
MFG# 19622
MBD# 990150



BLUE BUNNY, SPUMONI
PREMIUM ICE CREAM
1/3 gal.
MFG# 19677
MBD# 990130



BLUE BUNNY, COOKIES & CREAM
PREMIUM ICE CREAM
1/3 gal.
MFG# 976198
MBD# 990810



BLUE BUNNY, ROCKY ROAD
PREMIUM ICE CREAM
1/3 gal.
MFG# 19695
MBD# 990320



Martin Bros.
DISTRIBUTING CO INC

For more information, please contact
KeyImpact Sales & Systems, Inc.

Lisa Chandler | lchandler@kisaes.com | 515-291-0749

www.kisaes.com  





Martin Bros.
DISTRIBUTING CO. INC.

WINTER S'MORE

With ice cream, you can be as creative or keep it as simple as you want.

Don't be afraid to make money on ice cream.

Make sure servings are round and full so half scoops don't have to be added.

Keep samples small!

Use the right size bowls so a triple scoop fits snugly with no room for more.



FEATURING BLUE BUNNY ROCKY ROAD ICE CREAM

ASK YOUR SERVER FOR DETAILS

Feature a Flavor of the Week – or Month

Use product identifiers on your dip cabinet.

Keep cabinet and equipment clean!

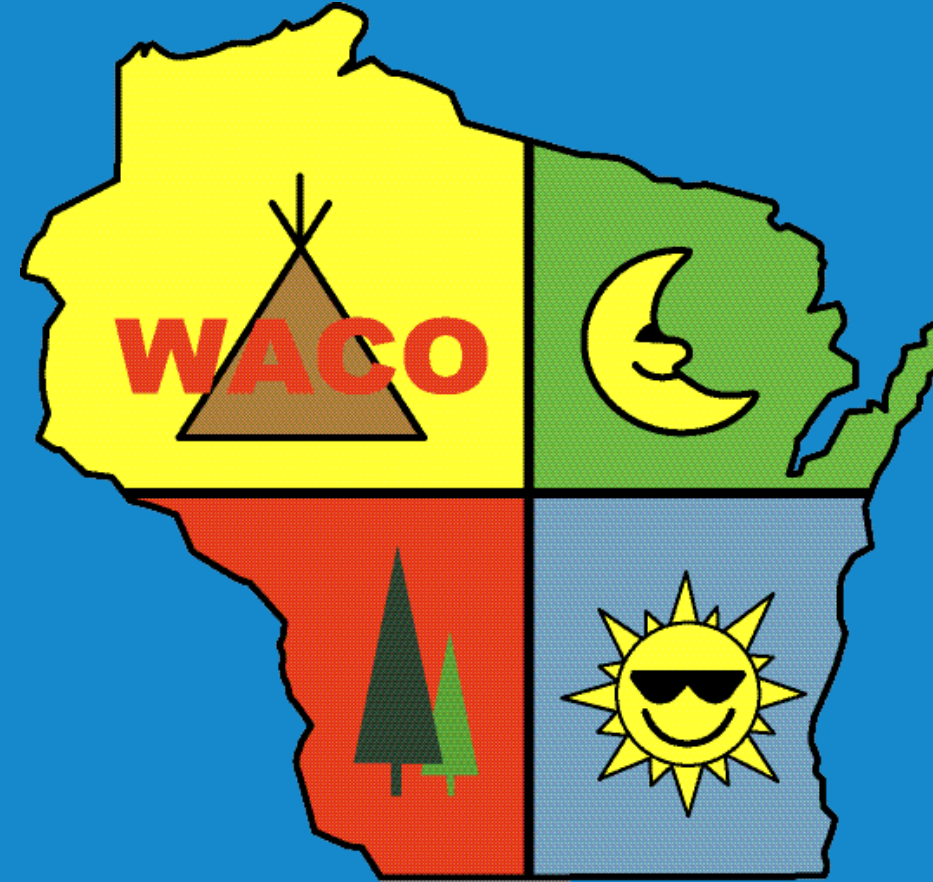
Defrost as needed and vacuum the dust off the condenser – If the compressor stops working, you will lose all your ice cream!



Martin Bros.
DISTRIBUTING CO INC

Questions?

We hope you found this information valuable.
If you would like a visit, please give us a call,
and thank you for your time!



Don Wallace – Culinary & Retail Consultant
dwallace@martinbros.com • cell (319) 429-0042



2020 BLUE BUNNY® PRODUCT & FREEZER PURCHASE REBATE

Blue Bunny® \$200 Rebate Redemption Instructions

Buy a merchandising freezer and \$200 of Blue Bunny® products, and receive a \$200 rebate.

To receive your rebate the following 3 items must be submitted:

- This rebate form with the below company name and contact information completed.
- Dated copy of invoice from Excellence Ind. showing proof of purchase of equipment.
- Distributor invoices clearly stating the purchase of Blue Bunny® products purchased. Purchases must total \$200 or more in Blue Bunny® products per rebate request. Freezer(s) must be purchased by 12/31/20.

(This form must be submitted within 180 days from date of equipment delivery.)

Forms for ordering freezer equipment are available by:

- Contacting your KeyImpact Sales Representative.
- Calling Excellence Industries, Inc. at (800) 441-4014.
- Ordering online at www.treatyourselfequipmentprogram.com using the password "bbw".



To receive your rebate, return this fully completed certificate and copies of your qualifying invoices to:
Blue Bunny Rebates c/o KeyImpact 1701 Crossroads Drive Odenton, MD 21113 Attn: \$200 Novelty Rebate FDS-200Nov
or email to: bluebunny@kisales.com • PLEASE PRINT CLEARLY

Business Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Contact Person _____
Attn _____ Title _____ Email _____
Distributor _____ Distributor Location _____
Foodservice Segment _____
Signature _____ Date _____

Please allow 4 to 6 weeks for receipt of rebate check.

Official Rebate Rules

Offer applies only to products listed on Wells Enterprises, Inc. delivered price list. To qualify for \$200 rebate, you must agree to fill your freezer with BLUE BUNNY® products exclusively for a period of two years. Offer valid for freezer/product purchases. Void where prohibited. Offer not valid in Colorado. Offer only valid for operators. Freezer(s) must be purchased by 12/31/20. Excludes Barrel, Mini Merchandiser and Countertops.

For more information, please contact (855) 331-5083 or bluebunny@kisales.com.



2020 BLUE BUNNY® PRODUCT & FREEZER PURCHASE REBATE

Blue Bunny® \$350 Rebate Redemption Instructions

Buy a dipping cabinet and \$350 of Blue Bunny® products, and receive a \$350 rebate.

To receive your rebate the following 3 items must be submitted:

- This rebate form with the below company name and contact information completed.
- Dated copy of invoice from Excellence Ind. showing proof of purchase of equipment
- Distributor invoices clearly stating the purchase of Blue Bunny® products. Purchases must total \$350 or more in Blue Bunny® products purchased per rebate request. Freezer(s) must be purchased by 12/31/20.

(This form must be submitted within 180 days from date of equipment delivery.)

Forms for ordering freezer equipment are available by:

- Contacting your KeyImpact Sales Representative.
- Calling Excellence Industries, Inc. at (800) 441-4014.
- Ordering online at www.treatyourselfequipmentprogram.com using the password "bbw".



To receive your rebate, return this fully completed certificate and copies of your qualifying invoices to:
Blue Bunny Rebates c/o KeyImpact 1701 Crossroads Drive Odenton, MD 21113 Attn: \$350 Dipping Cabinet Rebate FDS-350Dip
or email to: bluebunny@kisales.com • PLEASE PRINT CLEARLY

Business Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Contact Person _____
Attn _____ Title _____ Email _____
Distributor _____ Distributor Location _____
Foodservice Segment _____
Signature _____ Date _____

Please allow 4 to 6 weeks for receipt of rebate check.

Official Rebate Rules

Offer applies only to products listed on Wells Enterprises, Inc. delivered price list. To qualify for \$350 rebate, you must agree to fill your freezer with BLUE BUNNY® products exclusively for a period of two years. Offer valid for freezer/product purchases. Void where prohibited. Offer not valid in Colorado. Offer only valid for operators. Freezer(s) must be purchased by 12/31/20.

For more information, please contact (855) 331-5083 or bluebunny@kisales.com.