

# >> FRESH IS FABULOUS

## FRESHLY BREADED FOODS ELEVATE YOUR MENU

### Get \$150 Back For Menuing

As you know, how you describe foods on your menu can make a big impact on how your customers perceive them and how well they sell. Freshly breading elevates the look and taste of your menu offerings. In just a few steps, Golden Dipt® breadings and batters add authenticity and distinction to your menu. According to Technomic market data, more and more operators are menuing breaded foods as “hand breaded,” “freshly breaded” and “crispy coated” in order to minimize any negative reaction customers may have to the words “fried” or “deep fried.”

Menu Mention Examples:

- >> “*Hand breaded* mushrooms paired with...”
- >> “*Crispy coated* chicken sandwich...”
- >> “*Freshly breaded* haddock served with...”
- >> “*Panko crusted* mahi mahi...”

### >> How can you take advantage of this offer?

- **Add one** “hand/freshly breaded,” “crispy coated” or “crusted” description to your menu and **receive \$50.**
- **Add two** “hand/freshly breaded,” “crispy coated” or “crusted” descriptions to your menu and **receive \$100.**
- **Add three** “hand/freshly breaded,” “crispy coated” or “crusted” descriptions to your menu and **receive \$150.**

### >> It pays to freshly bread!

When you make food fresh, you tell your customers you care to serve them the very best.



***Make it fresh. Make it yours. Make it Golden Dipt.®***

**Yes, I have added a “hand/freshly breaded,” “crispy coated” or “crusted” description to my menu and have attached a copy.**

To qualify, complete the form below and submit with a copy of your printed menu and your distributor invoice (proof of purchase of Golden Dipt® Breadings & Batters).

Establishment/Name of Business: \_\_\_\_\_

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

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

Business Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-Mail: \_\_\_\_\_

Primary Distributor/Purveyor: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Estimated Monthly Usage (cases): \_\_\_\_\_

Type of Establishment (check one):  QSR  Casual Dining  Fine Dining  Recreation  Healthcare  Military  College & University  Other: \_\_\_\_\_

#### TERMS AND CONDITIONS

1. Offer only good to Golden Dipt customers.
2. Offer limited to one reprint per unit per calendar year.
3. Participation limited to maximum payout of \$150.  
Chain participation subject to a maximum payout of \$1,500 per chain.
4. Can not be used in conjunction with any other offers.
5. Offer valid through December 31, 2010. Coupon must be redeemed by January 31, 2011.
6. Please allow 4-6 weeks for refund. Mail allowance request form and copies of invoice and menus to:

**Kerry  
Fresh Menu Allowance  
PO Box 580, Hudson, WI 54016-0580**



**For more information  
call 800-670-2666  
or visit our website at  
[www.goldendipt.com](http://www.goldendipt.com)**