



Tavern Battered® Haddock Fillets
2-3 oz., 3-5 oz., 8-10 oz.

GET YOUR FIRST CASE FREE

SEAFOOD FREEFOOD EVENT.

- Thrill your guests with a “Seasonal Seafood Celebration” and get a free case of King & Prince® Sugar Cane Shrimp Skewers or Mrs. Friday’s® Tavern Battered® Haddock Fillets
- Your guests will love the fresh taste—you’ll love the value and ease
 - Increase check averages—research shows you can charge more for seafood than other proteins*
- **Coupon valid November 1, 2011 – April 30, 2012**

*King & Prince® independent research



King & Prince®
Sugar Cane Shrimp Skewers



SEAFOOD. WITHOUT A CATCH.™

For more information: kpseafood.com • 800.564.1557

FIRST CASE FREE • FOR A LIMITED TIME



Sugar Cane Shrimp Skewers

A new take on the #1 seafood



Premium shrimp are glazed to lock in flavor juiciness, then skewered on sugar cane stalks for exceptional plate appearance. Just grill and serve, it's that easy. Great for salads, appetizers, surf and turf and more.

SUGAR CANE SHRIMP SATAY WITH COCONUT RICE AND ASIAN CUCUMBER SALAD

King & Prince® Sugar Cane Shrimp Skewer #057516	\$2.92
Asian Cucumber Salad	\$0.33
Sticky Coconut Rice	\$0.14
Other Ingredients	\$0.16
Total Food Cost	\$3.55
Suggested Menu Price	\$9.99
Gross Profit	\$6.44

A 60-count case of King & Prince® Sugar Cane Shrimp Skewers represents \$386 in profit when sold at \$9.99 per serving.



Tavern Battered® Haddock Fillets

True pub-style flavor, now in 3 sizes



Guests will love the mild taste, flaky texture and delectable crispiness. You'll love the variety of portion sizes to fit any menu and budget. From the fryer, conventional oven or convection oven, it always comes out golden brown and delicious with no special effort required.

TAVERN BATTERED® HADDOCK STREET TACO

Mrs. Friday's® Tavern Battered® Haddock Fillet 2-3 oz. #070037/020032	\$1.10
Other Ingredients	\$0.85
Total Food Cost	\$1.95
Suggested Menu Price	\$5.99
Gross Profit	\$4.04

A 53-count case of 2-3 oz. Mrs. Friday's® Tavern Battered® Haddock Fillets represents \$214 in profit when sold at \$5.99 per serving.

GET YOUR FIRST CASE FREE. 1 case minimum purchase necessary.

PROMOTION DATES: NOV. 1, 2011–APRIL 30, 2012

Please provide the following information to receive your rebate.

Contact Name: _____ Title: _____
 Business Name: _____ Phone: _____
 Address: _____ Suite: _____
 City: _____ State: _____ Zip: _____
 Email: _____
 Distributor: _____

May we contact you with special offers? Yes No

RULES: To receive your rebate, attach this coupon, with copies of your foodservice distributor's invoice as proof of purchase. One rebate per operator. Distributors, re-distributors, contract, bid or special priced customers do not qualify. Minimum of 1 case purchase. Maximum refund of \$250 per location. No cash value. This coupon cannot be used in conjunction with any other King & Prince® offer or contract priced item. Coupon void where taxed, prohibited or restricted. Allow 6 to 8 weeks for refund receipt.

FOODSERVICE SEGMENT: (please check all that apply)

- Restaurant Independent Regional Chain National Chain Other _____ QSR
 Fast Casual Casual Dining Family Dining Cafeteria Bar/Tavern B&I Healthcare
 Travel/Entertainment College & University Schools K-12 Hotel/Motel Casino
 Stadium/Arena Club Store Convenience Store Correctional Facility Other _____

Rebate mailing postmark deadline: May 31, 2012

Questions? Email: marketing@kpseafood.com

Mail rebate to: King & Prince Seafood Rebate
 P.O. Box 808, Wayne, MI 48184



PRODUCT#	PRODUCT DESCRIPTION	CASE PACK	CASES PURCHASED	REBATE AMOUNT DUE
057516	King & Prince® Sugar Cane Shrimp Skewers	1/10#	_____	_____
070037	Mrs. Friday's® Tavern Battered® Haddock Fillets, 2-3 oz.	4/2.5#	_____	_____
070036	Mrs. Friday's® Tavern Battered® Haddock Fillets, 3-5 oz.	4/2.5#	_____	_____
070031	Mrs. Friday's® Tavern Battered® Extreme Haddock Fillets, 8-10 oz.	1/10#	_____	_____

SOLD IN CANADA

020032	Mrs. Friday's® Canada Tavern Battered® Haddock Fillets, 56-85g	1.13kg	_____	_____
020031	Mrs. Friday's® Canada Tavern Battered® Extreme Haddock Fillets, 226-283g	1.13kg	_____	_____

TOTAL DUE \$ _____
(Max. Rebate \$250.00)