



YOU'RE OFF TO A GREAT START



Gold Medal Mixes



Pillsbury Biscuits



Big G Cereals

Race for Rewards

General Mills delivers what you need for **every day part, every menu** and **every taste**. Our versatile and easy-to-prepare products limit waste and save labor.

Get in the driver's seat with Foodservice Rewards and earn the rewards you deserve.



[First_Name],

YOU'RE ON TRACK TO WIN WITH GENERAL MILLS!

Your total promotion cases redeemed to date are [TOTAL_CASES_TO_DATE]

Race for Rewards is easy:

- Purchase any combination of participating General Mills Bakery and Foodservice Products.
- Enter the reward codes online between March 1 & May 31, 2007.
- Earn BONUS POINTS based on the TOTAL number of General Mills reward codes entered during the entire promotion.*

**TOTAL GENERAL MILLS®
REWARD CODES ENTERED**

**FOODSERVICE REWARDS®
BONUS POINTS**

[BASE5] or more cases

[BONUS3] BONUS POINTS

[BASE3] to [BASE4] cases

[BONUS2] BONUS POINTS

[BASE1] to [BASE2] cases

[BONUS1] BONUS POINTS

For a list of participating products, visit www.foodservicerewards.com

*To be eligible for a bonus, codes must be entered online at www.FoodserviceRewards.com between March 1 and May 31, 2007. If mailing codes, they must be postmarked no later than May 31, 2007. One bonus points deposit will be made at the end of the promotion based on highest number of total reward codes entered.



EXAMPLE OF AWARDS AVAILABLE AT DIFFERENT POINT LEVELS.



**Foodservice
REWARDS.com**

BUY A CASE. EARN A BUNDLE.

Foodservice Rewards
P.O. Box 7462
Eden Valley, MN 55329

[FIRST_NAME] [LAST_NAME]

[COMPANY_NAME]

[ADDR1]

[ADDR2]

[CITY], [STATE], [POSTAL_CODE]