

# Kellogg's\* That's Classic CONTACT FORM

Please complete the following and send with Enrollment Form to receive your merchandise kit:

Contact Name:			Kellogg Sales Representative:		
Title:			Customer Signature:		
Customer Name:			Date:		
Address:			Contract Management Company:		
City:	Province:	Postal Code:	Distributor:		
Phone Number:	Fax Number:		City:		
E-Mail Address:			Operator Promotion Time Frame:		

## Official Terms & Conditions

Beginning on September 1, 2010 through April 30, 2011 ("Promotion Period"):

1. Commit to purchasing cases of participating Traditional Favourites and Promoted Feature Brands ("Participating Products") based on the qualifying levels ("Qualifying Purchase") as follows: forty (40) cases of RTEC and/or NPF Brands (please see enrollment form for participating products or ask your Kellogg Sales Rep for a complete listing).
2. Place order(s) with your distributor. Sponsor: Kellogg Canada Inc., 5350 Creekbank Rd., Mississauga, ON L4W 5S1.



1-888-924-TONY (8669)

[www.kelloggsoutofhome.ca](http://www.kelloggsoutofhome.ca)

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◆ Trademark of Kashi Company used under licence.



**Kellogg's**

**That's Classic**

Consumers receive a  
**scratch & win**  
Card to find out if they have  
**instantly won**  
1 of 25 classic Kellogg's\* prizes  
at your location!



**10**  
Kellogg's\*  
Classic  
Laundry  
Bags

**15**  
Kellogg's\*  
Classic  
T-Shirts



**Here's the deets on how it works:**

**1.**

Each time your consumers purchase Kellogg's\* Products they will receive an Instant Win Card.

**2.**

Each card when scratched will reveal if your consumer is a **That's Classic Prize Winner!**

**3.**

Consumers must then present their winning scratch card to collect their prize instantly!

**Here's how to take part in this "swe-e-e-t" deal:**

Just commit to purchase a minimum number of cases of Kellogg's\* participating products from your distributor and you will receive a **"That's Classic"** Merchandise Kit with instant prizing your students will love!

**Instant Prizes in every Kit:**

- (15) Prizes of Kellogg's\* Classic T-Shirts
- (10) Prizes of Kellogg's\* Classic Laundry Bags

**POS Material in every Kit:**

- (500) Instant Win Scratch Cards
- (2) Header Cards
- (2) Posters
- (2) Floor Clings
- (2) Nutrition Banners

**Here's how to get your hands on a Kit:**

**1.**

Record your selected products on the Enrollment Form and place your qualifying order(s) with your distributor between September 1, 2010 and March 31, 2011.

**2.**

**Fax, email or mail** a copy of the Enrollment Form together with the Contact Form to **The Kellogg's That's Classic Promotion.**

**Fax:** 866-779-4442

**Mail:** The Kellogg's That's Classic Promotion  
PO Box # 5024 Paris, ON N3L 3W5

**E-mail:** kelloggsclassic@themarcocorporation.com

**Kellogg's\* That's Classic ENROLLMENT FORM**

Please confirm your participation commitment:

I commit to participating and will purchase a minimum of 40 cases of RTEC and/or NPF Brands.

Record your case commitments of RTEC and NPF Brands below:

CODE	PRODUCT	# OF CASES PURCHASED
<b>Individual Format</b>		
22119	ALL-BRAN ORIGINAL* cereal	
32690	GUARDIAN* Original cereal	
22549	Assorted Individuals	
21903	ALL-BRAN* Bran Flakes cereal	
21898	KELLOGG'S CORN FLAKES* cereal	
21896	CORN POPS* cereal	
22220	FROOT LOOPS* cereal	
22234	KELLOGG'S FROSTED FLAKES* cereal	
21888	JUST RIGHT* cereal	
12272	MÜSLIX* Almond Raisin cereal	
21905	RICE KRISPIES* cereal	
21886	SPECIAL K* cereal	
21884	KELLOGG'S TWO SCOOPS RAISIN BRAN* cereal	
<b>Cereal In A Cup Format</b>		
40822	Cereal In A Cup Variety Pack	
21076	Cereal In A Cup SPECIAL K*	
21077	Cereal In A Cup KELLOGG'S FROSTED FLAKES*	
21078	Cereal In A Cup RICE KRISPIES*	
23083	Cereal In A Cup FROOT LOOPS*	
30677	Cereal In A Cup CORN POPS*	
<b>Food Service Sleeve Pack Format</b>		
00949	ALL-BRAN* Bran Flakes cereal	
00948	ALL-BRAN ORIGINAL* cereal	
00940	KELLOGG'S CORN FLAKES* cereal	
00924	FROOT LOOPS* cereal	
00946	KELLOGG'S FROSTED FLAKES* cereal	
05810	MÜSLIX* Almond Raisin cereal	
00941	RICE KRISPIES* cereal	
00943	SPECIAL K* cereal	
00926	KELLOGG'S TWO SCOOPS RAISIN BRAN* cereal	
06623	VECTOR* Meal Replacement	
<b>Jumbo Pack Formats</b>		
00844	ALL-BRAN* Bran Flakes cereal	
27191	ALL-BRAN BUDS* cereal	
33332	GUARDIAN* cereal	
24423	KELLOGG'S CORN FLAKES* cereal	
00864	CORN POPS* cereal	
00834	FROOT LOOPS* cereal	
00824	KELLOGG'S FROSTED FLAKES* cereal	
00825	JUST RIGHT* cereal	
20534	MINI-WHEATS* Original cereal	
20738	MINI-WHEATS* Brown Sugar Flavour cereal	
24425	RICE KRISPIES* cereal	
00814	SPECIAL K* cereal	
07984	SPECIAL K* Red Berries cereal	
23889	SPECIAL K* Vanilla Almond cereal	
00854	KELLOGG'S TWO SCOOPS RAISIN BRAN* cereal	
03632	VECTOR* Meal Replacement	
23974	VECTOR* Meal Replacement mega (2 Bag in Box)	
	TOTAL	

CODE	PRODUCT	# OF CASES PURCHASED
<b>Single Serve</b>		
<b>VARIETY PACK</b>		
6410051079	NPF VARIETY PACK	
	NUTRI-GRAIN* Apple Cinnamon	
	NUTRI-GRAIN* Strawberry	
	SPECIAL K* Bars Strawberry Flavour	
	VECTOR* Energy Bars Chocolate Chip	
	ALL-BRAN* Chocolate Chip	
	RICE KRISPIES SQUARES* Bar	
	NUTRI-GRAIN* Cereal Bars (16 Count)	
28045	Apple Cinnamon	
28245	Blueberry	
27345	Mixed Berry	
28445	Strawberry	
	RICE KRISPIES SQUARES* Bars (20 Count)	
38960	RICE KRISPIES SQUARES* Bars Single Serve	
51943	RICE KRISPIES SQUARES* 'The Big Bar' Original 72g	
	SPECIAL K* Bars (12 Count)	
13793	Strawberry Flavour	
45917	Mocha	
	VECTOR* Energy Bars (15 Count)	
08651	Berry Burst	
12222	Chocolate Chip	
	ALL-BRAN* Bars (100 Count)	
21848	Honey Nut Flavour	
21866	Original	
41744	Oatmeal Cinnamon	
	ALL-BRAN* Bars (18 Count)	
30868	Honey Nut Flavour	
42669	Oatmeal Cinnamon	
42668	Chocolate Chip	
	KASHI* Bars (12 Count)	
39538	Chewy Granola Bar 7 Whole Grains and Almonds	
39539	Chewy Granola Bar Peanut Peanut Butter	
	FIBRE PLUS Bars (12 Count)	
50996	Dark Chocolatey Almond	
50994	Chocolatey Peanut Butter	
<b>Frozen</b>		
EGGO* Waffles - 48 Pack		
23816	Blueberry Flavour	
23821	Cinnamon Toast	
23823	Regular	
03668	Chocolatey Chip	
EGGO* Pancakes (64 count)		
50060	F.S. PANCAKES	
MORNINGSTAR FARMS*		
07757	F.S. VEGIMAX*	
	TOTAL	

Please see back for Contact Form.