



**Smithfield**

Dear Smithfield® Partner,

BBQ is rapidly growing as a global cuisine. And that growth, fueled by innovative recipes and applications, provides exciting new and profitable opportunities for you!

The Smithfield Global BBQ Promotion will run from May 21, 2018 through August 12, 2018. It will feature traditional BBQ favorites chops, ribs, hot dogs, and burgers, along with other versatile products from the Smithfield family of products like Curly's and DURoC fresh pork.

The Global BBQ Power Period will also be supported by advertising, on-trend recipes, and more, which can all be found at [BBQMeansSmithfield.com](http://BBQMeansSmithfield.com).

Enclosed is a copy of the promotion brochure we mailed to more than 9,000 associates. DSRs and DSMs will have the opportunity to earn up to \$500 during this promotion.

Also, more than 30,000 Operators will receive rebate offers for the same promotional products in the upcoming Operator Newsletter, allowing them to make an extra \$250 during our promotion as well.

If you are interested in more copies, please contact your Smithfield Broker Representative.

Thank you for your continued support.

Jerry Lamb  
VP & GM, Foodservice  
Packaged Meats Division  
Smithfield Foods

Mark R. Bozzacco  
VP, Foodservice Sales  
Fresh Meats Division  
Smithfield Foods





BORDERS  
TASTES

**BBQ**  
MEANS  
THE WORLD

IMAGINATION  
TRADITION

Stamp your passport as Smithfield takes you  
on a 'round-the-world BBQ adventure.



**BBQ REBATE PROGRAM**

May 21, 2018 – August 12, 2018

Argentinian BBQ Ribs

# **BBQ** **means** **BIG** **SAVINGS**

**OPERATORS GET UP TO \$250!**

**Minimum rebate value of \$20.**

**Invoices must be dated May 21, 2018  
through August 12, 2018.**

**DSRS CAN EARN UP TO \$500!**

**Minimum rebate value of \$20.**

**Invoices must be dated May 21, 2018  
through August 12, 2018.**



Mojo Cuban BBQ Pork



# DISTRIBUTOR SALES REP MAIL-IN COUPON CORPORATE PROMOTION FEATURED FRESH PRODUCTS

**Smithfield.**  
PORK. SOLVED.



ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>SMITHFIELD DUROC FRESH PORK</b>				
90070800217086	BUTT,PK,BI,NKON,1/4",DUROC,8-1PC	\$5.00		
90070800212449	ST LOUIS RIBS,VP,10-1PC	\$5.00		
90070800212463	SKINLESS BACKRIBS,2.25#,VP,15-1P	\$5.00		
90070800212395	RACK-OF-PORK,CC,TRMD,H-SEL,3-1	\$5.00		
90070800212340	BELLY,CC,SKIN-ON,H/2,SMFD,DUROC,VP,2-1PC	\$5.00		
90070800212371	LOIN,BNLS,CC,H-SEL,SMFD,DUROC,VP,3-1PC	\$5.00		
90070800217796	RACK-OF-PK,10R,SMFD,DUROC,FRNCHD,3-1PC	\$5.00		
90070800212333	TENDERLOIN,PK,SMFD,DUROC,VP,6-2PC	\$5.00		



<b>FARMLAND CHOP SHOP CHOPS</b>				
00070247141804	CHOP,BI,CC,GM,4OZ,10#Z	\$2.00		
00070247141811	CHOP,BI,CC,GM,5OZ,10#Z	\$2.00		
00070247144430	CHOP,BI,CC,GM,6OZ,10#Z	\$2.00		
00070247150219	CHOP,BI,CC,GM,ET12,4OZ,10#Z	\$2.00		
00070247150226	CHOP,BI,CC,GM,ET12,6OZ,10#Z	\$2.00		
00070247150363	CHOP,BI,CC,GM,ET12,5OZ,10#Z	\$2.00		
00070247151742	CHOP,BI,CC,SM,ET12,8OZ,10#Z	\$2.00	121747	
00070247140968	CHOP,BI,E-E,BUFF,SM,ET12,2O#,Z	\$2.00		
00070247162359	CHOP,BI,CC,PHSE,GM,ET12,12OZ,10#Z	\$2.00	87066	



<b>FARMLAND RIB COMPANY RIBS</b>				
90070247169559	SKINLESS MEATY BACKRIBS,IB,12PC,Z	\$2.00		
90070247211111	ST LOUIS RIBS,3.00/DN,IB,10-1PC,Z	\$2.00		
90070247210114	ST LOUIS RIBS,2.5#,IB,12-1PC,Z	\$2.00		
90070800708751	BKRIB,4-7 SHORT RIB PRTNS,LYRD,P/L,CW,Z	\$2.00		

ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>RIB PIECES</b>				
00070247202253	BACK RIB PIECES, 1-2 SHORT RIB, 30#, Z	\$2.00		
10070247210460	BACK RIB PIECES, 3-4 SHORT RIB, 3 BAGS, 30#, Z	\$2.00		

<b>BUTTS</b>				
90070800706597	BUTT,PK,BNLS,NKON,1/4",VP,4-2PC	\$2.00		
90070800867939	BONE-IN BUTT,NKON,1/4",VP,4-2PC	\$2.00		

<b>SHOULDERS</b>				
90070800122021	WHOLE SHOULDER,TRMD,SHKLESS,BBQ,VP,3-1PC	\$2.00		

<b>LOINS</b>				
90070247144563	GM WHOLE NETTED BONELESS LOIN ROAST,MRD20,2-1PC,Z	\$2.00		
90070247164233	GM BONELESS LOIN,CC,CAN,BK,ET12,5/7,VP,2-1PC,	\$2.00		
90070800646169	TNDR,SMFD,UFB,VP,8-2PC	\$2.00		

<b>CUSHIONS</b>				
90070800216683	PIC,BNLS,CUSH MT,VP,4/15#CW	\$2.00		

<b>BRISKET BONES</b>				
00070247161802	FULL CUT BRISKET BONE,30#NET,Z	\$2.00		
00070800216451	RIB COMPANY WIDE BRISKET BONE,P/L,30#NET,Z	\$2.00		

It's the global favorite that knows no borders. It's BBQ, and people all over the world enjoy its distinctive smoky flavor, no matter how many unique and different ways it's prepared.

For centuries, people far and near have gathered around a warming fire to enjoy meats cooked over direct heat. In the U.S. itself, there are several distinct regional preparation methods.

BBQ is so much in the fabric of this country that a remarkable 96% of consumers say they enjoy it either occasionally or frequently, according to Datassential.



# OPERATORS MAIL-IN COUPON CORPORATE PROMOTION FEATURED PACKAGED PRODUCTS

**Smithfield.**  
PORK. SOLVED.



ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>CARVEMASTER HAM</b>				
90070247195558	CARVEMASTER HAM, 2PC	\$2.00		
90070800915227	MINI CARVEMASTER, 6PC	\$2.00		

ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>KC WILD WINGS</b>				
10070247192124	KC WILD WINGS, 3/12PC, 9#NT, Z <b>85109</b>	\$2.00		
00070247194558	KC WILD WINGS, MINI-2 OZ., 2BAGS, 10#NET, Z	\$2.00		

ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>ROASTED &amp; SEARED</b>				
00070247405838	ROASTED & SEARED PORK SHOULDER, 2/5#, Z	\$2.00		
00070247405906	NEW! ROASTED & SEARED CHICKEN, 2/5#, Z	\$5.00		

ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>SMOKED BELLY</b>				
90070247405916	NEW! SMOKED PORK BELLY, QTR, VP, 4 PC, Z	\$5.00		



ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>GRILLABLES: BLACK ANGUS BEEF FRANKS</b>				
00070247816382	BA BEEF FRANK, 4/1, 10# CASE <b>201387</b>	\$2.00		
00070247816399	BA BEEF FRANK, 5/1, 10# CASE	\$2.00		
00070247816405	BA BEEF FRANK, 8/1, 10# CASE	\$2.00		

ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>GRILLABLES: GOLD MEDAL BEEF HOT DOGS</b>				
00070247810953	GM BEEF HOT DOG, 4/1, 10# CASE	\$2.00		
00070247810960	GM BEEF HOT DOG, CN, 8/1, 10# CASE <b>87085</b>	\$2.00		

ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>GRILLABLES: GOLD MEDAL HOT DOGS</b>				
00070247810984	GM MEAT HOT DOG, 4/1, 10# CASE	\$2.00		
00070247810991	GM MEAT HOT DOG, 8/1, 10# CASE	\$2.00		
00070247811806	GM MEAT HOT DOG, 6/1, 10# CASE	\$2.00		

ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>GRILLABLES: GOLD MEDAL BLACK ANGUS BEEF BURGERS</b>				
00070247401403	GM BA 20/8 OZ GROUND CHUCK PATTIES, 10# CASE	\$2.00		
00070247401397	GM BA 27/6 OZ GROUND CHUCK PATTIES 10# CASE	\$2.00		
00070247401410	GM BA 30/5.33 OZ GROUND CHUCK PATTIES, 10# CASE	\$2.00		
00070247401427	GM BA 40/4 OZ GROUND CHUCK PATTIES, 10# CASE	\$2.00		

ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>GRILLABLES: SILVER MEDAL BLACK ANGUS BEEF BURGERS</b>				
00070247404176	SM BLACK ANGUS 40/4 OZ GROUND BEEF PATTIES, 10# CASE	\$2.00		
00070247404169	SM BA 30/5.33 OZ GROUND BEEF PATTIES, 10# CASE	\$2.00		
00070247404152	SM BA 27/6 OZ GROUND BEEF PATTIES 10# CASE	\$2.00		
00070247404145	SM BA 20/8 OZ GROUND BEEF PATTIES, 10# CASE	\$2.00		

ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
<b>HAM</b>				
90070247128594	SILVER MEDAL SMOKED PIT HAM, 14/16#, 2 PC <b>87051</b>	\$2.00		
90070247193172	NATURAL JUICE SMOKED/CURED STEAMSHIP HAM ROAST, 1 PC	\$2.00		

### INSTRUCTIONS FOR SUBMITTING THIS REBATE:

- Use the grids on the front and back of this page to indicate the number of cases of each product code purchased during the eligible period.
- Put the total number of cases purchased in the box below.
- Put the total \$ amount of the requested rebate in the box below.
- Complete the contact info (below) and segment info (right) and mail the form, along with required printout/invoice copies, to the address at right.

MAXIMUM PAYOUT IS \$250 / MINIMUM PAYOUT IS \$20

Total # of \$2 CS:	X \$2.00/CS:	= Total \$:
Total # of \$5 CS:	X \$5.00/CS:	= Total \$:

CHECK WILL BE MAILED TO THE ADDRESS SHOWN BELOW (PLEASE PRINT)

OPERATION NAME:		CONTACT NAME:	
E-MAIL ADDRESS:			
OPERATION ADDRESS:			
CITY:	STATE:	ZIP:	
TELEPHONE NUMBER:	FAX NUMBER:		
DISTRIBUTOR:	DSR NAME:		

**Terms and Conditions:**  
Offer limited to foodservice operators only. Chain operators must participate as single units. Contracted chain and bid accounts cannot participate. This coupon may be redeemed for a minimum of \$20 up to \$250 per individual foodservice operator. Submit this rebate with copies of distributor invoices or distributor printouts verifying valid products were purchased between May 21, 2018 - August 12, 2018. DISTRIBUTOR PRINTOUTS OR INVOICES MUST INCLUDE THE FOLLOWING OPERATOR INFORMATION: Operator Name, Product Purchased, Number of Cases Purchased, Date the Product was Purchased, Invoice Number and Physical Address. Operators must fill out rebate coupon themselves. Distributor tracking reports do not qualify. Bulk redemptions by distributors and/or DSRs are not allowed. Request must be postmarked no later than September 22, 2018. Offer not redeemable in conjunction with any other offer. Operators may submit more than once until the maximum dollar amount is met; however, the initial submission must meet the minimum requirement of \$20. Allow 10-12 weeks for delivery. Incomplete or incorrect submissions will delay payment. Void where restricted, prohibited or banned.

PLEASE MAIL THIS COUPON WITH COPIES OF DISTRIBUTOR INVOICES TO:

SMITHFIELD FOODSERVICE  
GLOBAL BBQ COUPON REDEMPTION  
PO BOX 552  
TRAVERSE CITY, MI 49685

REBATE QUESTIONS? CALL 1-877-570-5504



NOW SUBMIT YOUR REBATES ONLINE AT [WWW.RAPIDREBATE.NET](http://WWW.RAPIDREBATE.NET)

**COUPON CODE: BBQ180PR**

PLEASE CHECK THE MARKET SEGMENT YOUR OPERATION/TYPE OF RESTAURANT BELONGS IN:

Are you a new Smithfield Foodservice customer   
or a current Smithfield Foodservice customer

#### COMMERCIAL

- Full Service
- Casual Theme
- Family
- Upscale/Fine Dining
- C-Store
- Hotel/Motel/Resort

#### OWNERSHIP

- Independent
- Local/Regional Chain
- National Chain

#### NON-COMMERCIAL

- College/University
- Elementary/Secondary School
- Business & Industry
- Recreational/Entertainment
- Transportation Foodservice
- Military/Correctional

#### OWNERSHIP

- Contract Management
- Self-Operated

Number of meals served per day:

Breakfast \_\_\_\_\_ Lunch \_\_\_\_\_ Dinner \_\_\_\_\_

Approximate dollar volume annual food/beverage purchases: \_\_\_\_\_

YOU CAN ALSO SUBMIT OFFER FORM AND COPIES OF INVOICES ONLINE AT [WWW.RAPIDREBATE.NET](http://WWW.RAPIDREBATE.NET)  
FOR MORE INFORMATION ON SMITHFIELD FOODSERVICE PRODUCTS, PROMOTIONS, RECIPES OR MARKETING MATERIALS,  
CONTACT YOUR SMITHFIELD FOODSERVICE REPRESENTATIVE/BROKER OR CALL 1-888-327-6526 [WWW.BBQMEANSSTHIFIELD.COM](http://WWW.BBQMEANSSTHIFIELD.COM)