Imagine the Possibilities with Blue Bunny® Round Slices

This ready-to-eat packaged ice cream platform provides a canvas for creativity. Round Slices make **signature desserts and snacks** a convenient, easy, affordable and profitable option. By far America’s favorite dessert is ice cream.

**Round Slice Benefits**
- Serving Consistency
- Reduced Prep Time
- Reduced Waste
- Reduced Cross Contamination
- Increased Freshness
- Limited Skus big BOH scale

**Take Advantage of the Ice Cream Sandwich Trend**
Ripe with nostalgic and indulgent appeal, ice cream sandwiches are a versatile option appropriate from QSR to Fine Dining.

| 67% of consumers are interested in Ice Cream Sandwiches | 45% of operators are interested in Ice Cream Sandwiches |

*Signature Ice Cream desserts drive traffic and user generated content.*

**350% Upsell Opportunity**

**ONE COOKIE**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRP/IC Sandwich</td>
<td>$2.96</td>
</tr>
<tr>
<td>2 Cookies</td>
<td>$.42</td>
</tr>
<tr>
<td>Round Slice</td>
<td>$.56</td>
</tr>
<tr>
<td>Margin</td>
<td>$1.98</td>
</tr>
</tbody>
</table>

*Estimate Only*
Round Slice Rebate
Earn $5/Case

Between March 1, 2017 and June 30, 2017, purchase any Blue Bunny® Round Slice Vanilla or Chocolate Ice Cream and receive a rebate for the value of $5 per case. (Max. value $500.00). Just mail in qualifying distributor invoices along with this form to receive your rebate. The business name, address, and phone number must be clearly written on the form.

Name/Title: ______________________________________________________________________
Company Name: ________________________________________________________________
(Must Match Invoice)
Street Address: __________________________________________________________________
City: _____________________________________________________________________________
State: ________________________________________  Zip: __________________________
Phone: (       ) __________________  Fax: (       ) ______________________________
Type of Foodservice Operation: ________________________________________
E-mail: __________________________________________________________________________
Distributor: ___________________________________________________________________
Sales Rep Name: ________________________________________________________________

Mail with qualifying distributor invoices to:
KeyImpact
1349 West Sunday Dr.
Indianapolis, IN 46217
Attn: Blue Bunny® Rebate
or email to: bluebunny@kisales.com

For more information, please contact your KeyImpact Representative.
Applies to qualifying products listed above only. Minimum purchase of 1 cased required. Offer good for rebate submissions postmarked on or prior to July 31, 2017.
A copy of your distributor invoice(s) clearly identifying the distributor’s codes and the number of cases purchased must be included with this fully completed rebate offer. No handwritten invoices allowed. Your purchase invoice(s) must be dated between March 1, 2017 and June 30, 2017. Distributor generated purchase reports will also be accepted in place of invoices. Distributor tracking reports or invoices must be dated during promotion period and include operator name, product code, invoice number and purchase price. This rebate offer cannot be used in conjunction with any other promotional offer. Bid and contract accounts are exempt. Offer limited to one redemption per location per company. Please allow 4-6 weeks for processing. Maximum rebate $500.00 per customer. Chains must participate at a unit level only. Offer good in the USA only. Void where prohibited or restricted by law. One rebate per location.

ROUND SLICES

<table>
<thead>
<tr>
<th>UNIT SIZE</th>
<th>CASE PACK</th>
<th>CASE DIMENSIONS</th>
<th>CASE WEIGHT</th>
<th>CASE CUBE</th>
<th>CASES/PALLET</th>
<th>TIHi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round Slices</td>
<td>5 fl oz</td>
<td>1-24 pack</td>
<td>14.63 x 9.5 x 5.06</td>
<td>5.4</td>
<td>.774</td>
<td>210</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ITEM#</th>
<th>UPC</th>
<th>GTIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHOCOLATE</td>
<td>1087636</td>
<td>0 70640 01508 5</td>
</tr>
<tr>
<td>VANILLA</td>
<td>1087611</td>
<td>0 70640 01507 8</td>
</tr>
</tbody>
</table>