

SEASON PASS

SIGN-UP / ORDER FORM

Check One

I agree to promote BREW CITY® menu items and/or special events and purchase at least 75 cases of BREW CITY® products between 2/1/11 and 6/30/11 to receive \$100 in free merchandising materials.

I agree to promote BREW CITY® menu items and/or special events and purchase at least 40 cases of BREW CITY® products between 2/1/11 and 6/30/11 to receive \$50 in free merchandising materials.

Operator Signature (must be signed to receive merchandise) _____

Proposed Event or Menu Special _____

Proposed Date(s) _____

FREE ITEMS

ITEM #	ITEM DESCRIPTION	VALUE	QUANTITY
TABLE TENTS (MAX. 50 PER ITEM PER ORDER)			
CTT353	NEW! BREW CITY Create Your Own Offer Table Tent	FREE	
CTT336	"Order A Round" Table Tent	FREE	
CTT352	"What's On Tap" Table Tent	FREE	
S2529	JALAPENO BOTTLE CAPS® Table Tent	FREE	
S2530	Onion HOT SCOOPERS® Table Tent	FREE	
S2553	BOTTLE NECK FRIES® Table Tent	FREE	
S2841	Straight Fries Bottle Opener Table Tent	FREE	
S2879	CHEDDAR PINTS® Table Tent	FREE	
S2948	BLACK & TAN® Onion Rings Table Tent	FREE	
S3039	Buffalo-Style Jack & Blue Cheese Sticks Table Tent	FREE	

POSTERS (MAX. 10 PER ITEM PER ORDER)

PST298	NEW! "Here's to Hand-Crafted Flavor" Poster, 18" x 24"	FREE	
PST297	NEW! BREW CITY Create Your Own Offer Poster, 18" x 24"	FREE	
PST296	NEW! Final Four Bracket Poster, 36" x 24"	FREE	
PST290	"Order A Round" Poster, 18" x 24"	FREE	
PST289	"What's On Tap" Poster, 18" x 24"	FREE	

COASTERS (MAX. 200 PER ITEM PER ORDER)

MSC820	Sports Trivia Coasters	FREE	
S0126	BREW CITY® Coasters	FREE	
S2951	BLACK & TAN Onion Rings Coasters	FREE	

TO GET YOUR \$50 CASH BONUS

Submit your completed* BREW CITY event Success Story Form (RBT845) and event photos by July 31, 2011. Success story forms will be included in your POS shipment or can be downloaded at www.BrewCityUSA.com

Not a Rewards Club member? Check here to join!

Receive up to \$1,200 annually on BREW CITY and other qualified McCain product purchases when you become a member. Visit www.BrewCityUSA.com for details or to sign up online.

MY FOOD SERVICE BROKER IS:

Check here to have materials shipped to your Broker Sales Representative

Sales Representative's Name _____

Broker Company _____

Address _____

City _____ State _____ ZIP _____

MY FOODSERVICE OPERATION CAN BEST BE DESCRIBED AS: (CHECK ONE)

- | | | |
|--|--|---|
| <input type="checkbox"/> Business & Industry/Employee Feeder | <input type="checkbox"/> Family Dining | <input type="checkbox"/> Quickserve Restaurant |
| <input type="checkbox"/> Bar/Tavern | <input type="checkbox"/> Government/Military | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Convenience Stores | <input type="checkbox"/> Healthcare | <input type="checkbox"/> Theme/Specialty Restaurant |
| <input type="checkbox"/> Casual Dining | <input type="checkbox"/> Hotel/Resort | |
| <input type="checkbox"/> College & University | <input type="checkbox"/> In-Store Deli | |
| <input type="checkbox"/> Deli/Sandwich Shop | <input type="checkbox"/> Leisure/Recreation | |

MY PRIMARY DISTRIBUTOR IS:

Distributor Sales Representative's Name _____

Distributor's Name _____

Address _____

City _____ State _____ ZIP _____

Establishment _____

Contract Company _____

Street Address _____

City _____ **State** _____ **ZIP** _____

First & Last Name _____

Title _____

Business Phone _____ **Fax** _____

Email Address _____

POS & PREMIUMS—Pick up to \$50 or \$100

ITEM #	ITEM DESCRIPTION	VALUE x QUANTITY = Total
SERVING CONTAINERS (MAX. 10 PER ITEM PER ORDER)		
BCGLASS	Pint Glasses (4 ct.)	\$10.00 x =
S1979	Serving Bucket	\$4.00 x =
S1701	Liner Paper	\$2.00 x =
S1437-BC	Wicker Basket	\$2.00 x =
S7800	Wide Mouth Plastic Mugs	\$2.00 x =
S1560	Beer Bottle Serving Container	\$4.00 x =
MSC795	LIMITED EDITION Race Car Tire Serving Container	\$6.00 x =
S2503	Shot Glasses (6 ct.)	\$12.00 x =
S2953	BLACK & TAN Metal Serving Trays	\$7.00 x =
S2527	Wire Cone Serving Container	\$6.00 x =
S7700	Onion Ring Serving Tree	\$2.00 x =
S7004	Range Ball Bucket Serving Container	\$10.00 x =
PREMIUMS (MAX. 5 PER ITEM PER ORDER)		
S2341	Inflatable Baseball	\$3.00 x =
S8113	Inflatable Race Car Chair	\$20.00 x =
S2319	Inflatable 30" Beer Bottles	\$10.00 x =
S2326	Inflatable Beach Balls	\$3.00 x =
S2983	Pub Sign (limit 1)	\$30.00 x =
S1900	BREW CITY Basketball	\$10.00 x =
DISPLAY MATERIALS & COUPONS (MAX. 10 PER ITEM PER ORDER)		
MSC838	NEW! 5" x 7" Wood Base Table Tent Holder	\$10.00per x =
MSC821	6-Pack Condiment Caddy	\$5.00 x =
MSC822	Coupon Book (25 pack)	\$1.00per x =
S2528	Acrylic Counter Card 8-1/2" x 11" Insert Holder	\$5.00 x =
WEARABLES (MAX. 5 PER ITEM PER ORDER)		
S2880	CHEDDAR PINTS® Server Button	\$1.00 x =
S2343	Baseball Server Buttons	\$1.00 x =
CTH453	Two-Color Adjustable Baseball Cap	\$10.00 x =
CTH456	Wet Your Appetite T-Shirt	\$5.00 x =

GRAND TOTAL VALUE =

(Not to exceed \$50 or \$100 depending upon case commitment agreement)

If you want additional materials please contact your sales representative.

Visit www.BrewCityUSA.com for more information on the BREW CITY Season Pass POS offerings.

Program invalid for: resale, cash/carry, club store, chain contracts, bid or other contract business. Promotion materials and prizes awarded in conjunction with the BREW CITY promotion such as merchandising, cash offers, rebates, etc. are awarded to the qualified business operation participating and not the individual representative of the establishment. Void where prohibited or restricted. Actual premiums and POS items may vary slightly from those pictured. McCain Foods USA, Inc. ("McCain") may make substitutions based on availability. McCain reserves the right to exclude and cancel any participation at any time for this or future promotions. McCain reserves the right to cancel or modify this offer at any time. Promotion ends June 30, 2011. LIMIT ONE ENTRY/ORDER PER ESTABLISHMENT. Promotion not valid in conjunction with any other McCain/BREW CITY offers.

FAX THIS FORM TO 1-800-529-3785 | SIGN-UP AT WWW.BREWCITYUSA.COM | CALL 1-866-4BREWCITY (1-866-427-3924) ITEM #BRC610