

Tell us about your event  
for a \$50 bonus!



# TABLEGATING

KEEP 'EM EATING ALL GAME LONG.

## Tablegating Success Story Submission Form

To earn your **\$50 cash bonus**, submit this completed\* BREW CITY Event Success Story Form by 2/28/11.

- Don't forget to include high-resolution photos, copies of menus, or promotional materials used to promote your event. Files can be submitted electronically to [brewcityusa@imtco.com](mailto:brewcityusa@imtco.com).
- Find out how you can be eligible for an additional \$1,200 in savings and \$300 in promotional credits when participating in the McCain Rewards Club. Get more information, as well as a downloadable rebate submission form, at [mccainrealvalue.com/bc](http://mccainrealvalue.com/bc) or by contacting your McCain broker.

**\*Required Information** must be provided on this Success Story Form in order to be eligible for cash bonus. Cash bonus offer applies to BREW CITY branded products only.

**\*Operation name**

**Name of promotional event**

**\*Date(s) held**

**\*Description of event**

**\*How you promoted the event (posters, local advertising, etc.)**

**\*BREW CITY® merchandising materials used**

**Waitstaff involvement**

**Any challenges you encountered and how you overcame them**

**Customer response to event/other comments**

# Proof of Purchase/Information

**BREW CITY® products sold** \*Required Information (incomplete or unclear information may result in ineligibility for bonus payout)

*Check all Products Included in the Brew City Event(s) / Menu Special	*Cases Sold During Brew City Event(s) / Menu Special	*Cases Sold Prior to Brew City Event(s) / Menu Special (same time period)	Comments (New Item, Special Price, etc.)
<input checked="" type="checkbox"/> 70010011 Thick Cut Onion Rings (EXAMPLE)	5 cases/week	2 cases/week	4 week promo, college football game night events and menu specials
BCI00255 — Thin Cut Fries			
BCI00256 — MAXI FRY® Skin-On Maxi Cuts			
BCI195 — WIDE MOUTH FRIES® Waffle Cuts			
BCI197 — BOTTLE NECK FRIES® Ridge Cuts			
70010677 — BLACK & TAN® Onion Rings			
70010009 — KING RINGS®			
70010011 — Thick Cut Onion Rings			
70010010 — Thin Cut Onion Rings			
70010013 — Pub Rings			
70010012 — Onion Straws			
70010517 — Onion HOT SCOOPERS®			
70010722 — Buffalo-style Jack & Blue Cheese Sticks			
70010518 — JALAPEÑO BOTTLE CAPS®			
70010597 — CHEDDAR PINTS®			
70004008 — Mozzarella Cheese Sticks			
70004007 — Monterey Jack Cheese Sticks			
70004012 — Mushrooms			
70004011 — Zucchini Slices			
70003188 — Spicy Pub Pickles			

## % Sales Increases during promotion event or menu special / LTO

\*Beverages      %      \*Overall Appetizers      %      \*Overall Sales      %      \*Must be included for eligibility.

### \* Customer Information

**Foodservice establishment**

**Contract Mgt. Co. (if applicable)**

**Street address**

**City**

**State**

**ZIP**

**First & Last Name**

**Title**

**Business phone**

**Fax**

**E-mail address**

**Broker name**

**Broker phone**

**Distributor**

### Results Form Certification (must be signed to be eligible for consideration)

I understand that McCain Foods USA ("McCain") reserves the right to investigate or audit all submissions and that I will be disqualified from receiving any payout if any statement made by me is false or incomplete. I have submitted a Brew City TABLEGATING Order Form and promoted a Brew City event or menu special between August 1, 2010 and January 31, 2011 to be eligible to receive payment. Cases submitted for the Brew City \$50 bonus payout cannot be used in conjunction with any other offer. I warrant and represent that I am a legal resident of the United States (except Puerto Rico), I was 18 years of age or older at time of entry and I am a foodservice operator (either an owner, purchasing manager or chef of a foodservice establishment). I understand that I will be responsible for any tax or additional costs which I may incur in connection with the Promotion or collection of any prize awarded and agree to provide any documentation including but not limited to a FORM W-9 required by McCain in connection therewith. I agree that any and all information or materials submitted by me with my entry (the "Entry Materials") are now the sole property of McCain and can be published, modified, adapted, or otherwise used by McCain in perpetuity in any manner whatsoever without further notice or compensation to me. I warrant that I am free to assign all the rights to the Entry Materials and such Entry Materials are not subject to the rights of any third party. I acknowledge that the Entry Materials will not be returned to me.

**Signature**

**Title**

**Date**

By signing or initializing here, you verify that you have read, understand and agree to the rules and guidelines in this document.

To submit, save this file to your computer with your operation name (IE: "Main Street Tavern Brew City Success Story Form.PDF") and send via email along with photos of your event, POS examples and distributor invoices to: [brewcityusa@imtco.com](mailto:brewcityusa@imtco.com)

OR print and mail along with event photos, POS samples and copies of distributor invoices to:  
**BREW CITY TABLEGATING Entry • P.O. Box 850 • Brunswick, OH 44212**

Submissions must be received or postmarked by February 28, 2011 to be eligible for payout.

For additional information or questions, call 1-866-4BREWCITY (1-866-427-3924)