



Tyson

FRESH MEATS TEAM

Take Generic Off the Menu

Your restaurant is anything but generic — so why should your menu be? Vague descriptions aren't valuable to your guests or your bottom line. Set your menu apart with our distinct brands.

And did we mention we'll pay you to do it? **If you feature a branded Tyson Fresh Meats product on your menu, we will compensate you up to \$5,000!**



Customers are more likely to purchase menu items when they are branded.



CHAIRMAN'S RESERVE

Chairman's Reserve® Meats

- High-quality pork & Angus beef
- Hand-selected & hand-trimmed
- Optimal marbling, maturity and muscle texture



Open Prairie® Natural® Meats

- All natural pork & Angus beef
- No antibiotics, added hormones or growth promotants
- Animal welfare standards implemented



Star Ranch Angus® Beef

- 100% Angus
- USDA Choice
- Hand-selected & hand-trimmed
- No added ingredients

Apply to earn up to \$5,000 when you brand a Tyson Fresh Meats Product on Your Menu

Menu Allowance Amounts:

- 1-10 Locations.....\$75/store
- 10-50 Locations.....\$50/store
- 50+ Locations.....Negotiable

Maximum Payout: \$5000

If you're interested in educating your patrons more on the brand your operation entrusts, we can provide brand story inserts. If you choose to include an insert in your menu, we will compensate you an additional \$500 after approval

To receive your allowance, please submit the following:

1. COMPLETE ALLOWANCE FORM: All information must be complete for rebate to be processed. Keep a photocopy for your records.
2. PRINTED MENU: Attach an original printed menu (no photocopies please) or send a digital photo of a permanently installed menu board.
3. DISTRIBUTOR INVOICE: Attach a copy of distributor invoice with Tyson Fresh Meats product code and description, number of cases ordered and date purchased.
4. LIMIT: One submission per operator in a 12-month period. Email your completed form and invoice to kent.harrison@tyson.com

Please send check to: Operator Broker

Establishment Name: _____

Contact Name: _____

Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

By providing an email address, operator gives permission for us to send product and program information via email.

Check here if you do not want to receive marketing emails

Signature: _____
(Signature required for payment)

Date: _____

I CONFIRM THAT THE INFORMATION I SUBMITTED ON THIS APPLICATION IS TRUE AND ACCURATE.

Contact Name: _____

Signature: _____

Date: _____

Feature a Tyson Fresh Meats brand on your menu in one or both of these ways:

1. Include the logo.
The logo graphics must be shown exactly as provided and in their entirety with the "®" or "™" trademark symbol.
2. Mention Tyson Fresh Meats product names in menu descriptions.
The "®" or "™" symbol must follow the brand: (Examples: "Chairman's Reserve Platinum™ Angus Beef, Chairman's Reserve® Premium Angus Beef, Chairman's Reserve® Prime Pork, Chairman's Reserve® Premium Pork, Open Prairie® Natural* Pork, Open Prairie® Natural* Beef, Star Ranch Angus® beef)
a. If using Open Prairie® Natural* Beef or Pork, you must use this disclaimer at the bottom of the menu:
*Minimally processed. No artificial ingredients.

For Tyson Fresh Meats brand logo art files and brand logo stickers, contact Kent Harrison at kent.harrison@tyson.com.

TELL US MORE ABOUT YOU:

TYPE OF OPERATION:

Independent Chain (#UNITS _____)
For multiple units, attach complete listing on separate sheet with addresses, phone number and manager's name for each unit.

MY FOODSERVICE OPERATION CAN BEST BE DESCRIBED AS ONE OF THE FOLLOWING:

Casual Dining Fast Food/Quick Service
Family Dining Limited Service

MY MENU CAN BEST BE DESCRIBED AS:

Mexican/Southwestern Hamburger
Barbecue Steak/Rib
American Asian
Italian Seafood
Other (please specify)

Once approved, you will also need to complete a Trademark License Agreement prior to putting the brand(s) on your menu.



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