

# UPPERCRUST / ALASKA POLLOCK PROMOTION

Menu insert/  
table talker

**SUSTAINABLE WILD CAUGHT**  
**IN ALASKA'S WATERS**  
**WILD ALASKA POLLOCK**  
ASH YOUR SERVER

SUSTAINABLY SOURCED  
*Alaska Wild*  
POLLOCK

**NEW!**  
HONEY  
MUSTARD  
PRETZEL  
CRUSTED

ALASKA  
GENUINE  
POLLOCK

alaskapollock.org

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# UPPERCRUST™ / ALASKA POLLOCK PROMOTION

## BOH Poster

*New!*

# WILD ALASKA POLLOCK

ON YOUR MENU

YOUR CUSTOMERS WILL LOVE IT AND HERE'S WHY:

## WILD CAUGHT

IN

## ALASKA'S WATERS



## TRACEABLE & SUSTAINABLE

COMES FROM A MARINE STEWARDSHIP COUNCIL CERTIFIED FISHERY.

Alaska Pollock can be traced back to the exact vessel, boat's position and date & time of catch.

## FROZEN-AT-SEA ADVANTAGE

- 

1 CAUGHT OFF THE COAST OF ALASKA
- 

2 PROCESSED INTO FILLET CUTS & FROZEN AT SEA
- 

3 FURTHER PROCESSED TO CREATE THESE EXCITING MENU OFFERINGS, THEN SHIPPED TO OUR CUSTOMERS

PRESERVES MORE FRESHNESS, TASTE & NUTRITION

### HIGH LINER'S PREMIUM AMERICAN PRODUCT

-  EXTRA LEAN & HIGH IN PROTEIN
-  NO PRESERVATIVES
-  SOURCE OF OMEGA-3 POLYUNSATURATES
-  LOW SATURATED FAT & TRANS FAT FREE



For more information about High Liner Foods Products that feature Wild Alaska Pollock - visit our site at [highliners.com](http://highliners.com)



SEAFOOD IS BETTER™

[highlinerculinary.com](http://highlinerculinary.com)

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# UPPERCRUST / ALASKA POLLOCK PROMOTION

## Website banner



HIGH LINER  
FOODSERVICE™

# UPPERCRUST™ / ALASKA POLLOCK PROMOTION

## Email Blast

**WILD ALASKA POLLOCK**  
ON OUR MENU  
TOP-CRUSTED WILD ALASKA POLLOCK FILLETS

SUSTAINABLY SOURCED  
*Alaska Wild*  
POLLOCK

**EVERYTHING BAGEL**  
SEASONED



**OUR FEATURE**

RESTAURANT LOGO

IMAGE OF HOW FOOD IS PLATED

Try our NEW Everything Bagel seasoned Alaska Pollock with all the classic seasonings you would expect! Poppy seeds, sesame seeds, garlic, onion and sea salt blend together and paired with mild, white and flaky 100% Sustainable Wild Alaska Pollock!

**WILD CAUGHT** **SUSTAINABLE**  
IN ALASKA'S WATERS HIGH LINER'S PREMIUM AMERICAN PRODUCT

**FROZEN-AT-SEA ADVANTAGE**

 [alaskapollock.org](http://alaskapollock.org)

Allows for operator customization

**WILD ALASKA POLLOCK**  
ON OUR MENU  
TOP-CRUSTED WILD ALASKA POLLOCK FILLETS

SUSTAINABLY SOURCED  
*Alaska Wild*  
POLLOCK

**HONEY MUSTARD PRETZEL**  
CRUSTED



**OUR FEATURE**

RESTAURANT LOGO

IMAGE OF HOW FOOD IS PLATED

Try our NEW Wild Alaska Pollock portions encrusted with a Heavy Mustard and Pretzel coating. Our 100% Sustainable Alaska pollock portion is tender and flaky with a easy crunchy coating.

**WILD CAUGHT** **SUSTAINABLE**  
IN ALASKA'S WATERS HIGH LINER'S PREMIUM AMERICAN PRODUCT

**FROZEN-AT-SEA ADVANTAGE**

 [alaskapollock.org](http://alaskapollock.org)

# UPPERCRUST\*™ / ALASKA POLLOCK PROMOTION

## Social/digital kit

Flavour

Species story

Health claims

**NEW!** *New!*



EVERYTHING  
**BAGEL**  
= SEASONED =



HONEY MUSTARD  
**PRETZEL**  
= CRUSTED =

**WILD ALASKA  
POLLOCK**

**WILD  
CAUGHT**  
IN  
**ALASKA'S WATERS**



**SUSTAINABLE**



**HIGH LINER'S  
PREMIUM  
PRODUCT**



**EXTRA LEAN &  
HIGH IN PROTEIN**



**SOURCE OF OMEGA-3  
POLYUNSATURATES**



**NO PRESERVATIVES**

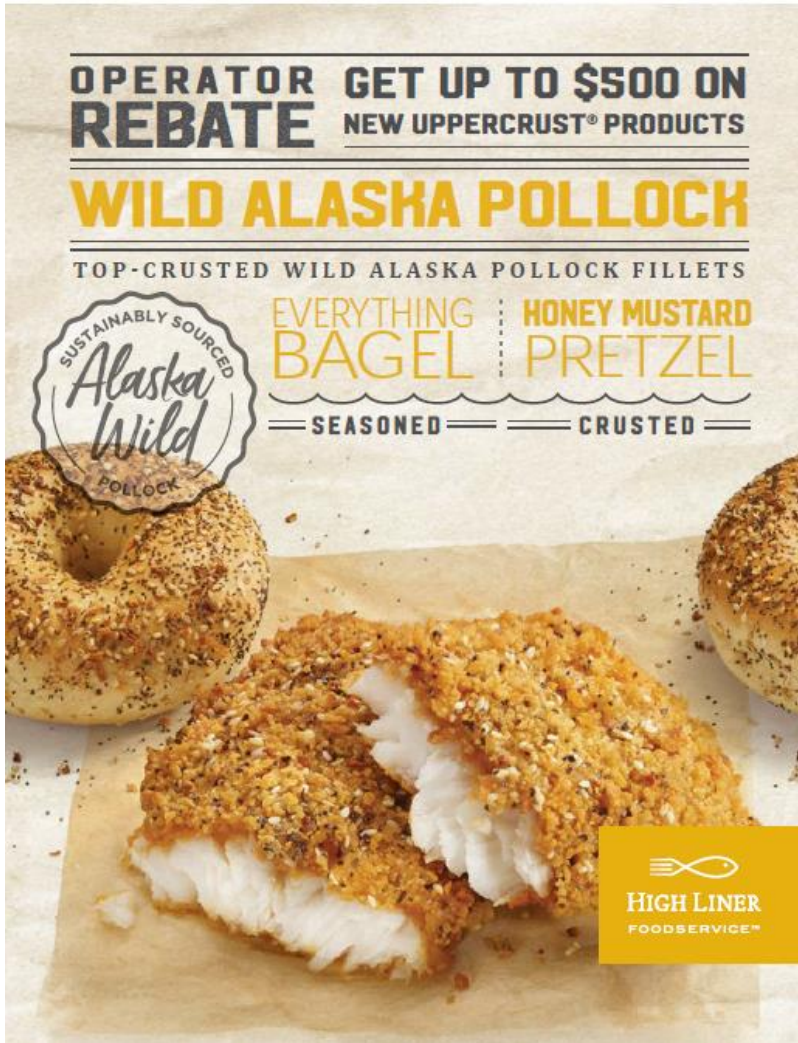


**LOW SATURATED FAT  
& TRANS FAT FREE**

# UPPERCRUST™ / ALASKA POLLOCK PROMOTION

## \$500 REBATE FORM

PROMO DATES: 11/15/19 – 2/15/20



## SAVINGS WITH EVERY BITE.

Save \$5 on every case of eligible products you order up to \$500 through this exclusive promotion.

### PRODUCT LIST

PRODUCT #	DESCRIPTION	UNIT	PRICE	REBATE
1085050	UpperCrust® Everything Bagel Seasoned Alaska Pollock Portions	5.7 oz	1/10 lb	
1085051	UpperCrust® Honey Mustard and Pretzel Crusted Alaska Pollock Portions	5.7 oz	1/10 lb	

NOTE: WRITE IN HIGH LINER FOODS VALUE AND PRODUCT CODE OF YOUR CHOICE

### Your Rebate Calculator

CASES PURCHASED	PER CASE REBATE
	X
TOTAL REBATE	\$

### OPERATOR INFORMATION

If redeeming your rebate online, visit [www.rapidrebate.net](http://www.rapidrebate.net). Complete the short form to activate your registration and then begin uploading your rebate and accessing your account through the website or mobile app. Your account will also allow you to check the status of your rebate once it is received.

NOTE: If submitting your rebate via mail, please send this completed rebate and proof of purchase to:  
UpperCrust Pollock Promotion  
PO BOX352 Traverse City, MI 49658-0352

NAME		TITLE	
COMPANY		OPERATOR SIGNATURE	
ADDRESS			
CITY		STATE	PHONE
DISTRIBUTOR NAME		NAME OF DISTRIBUTOR SALES REP	
RESTAURANT	HEALTHCARE	MILITARY	COLLEGE & UNIVERSITY
			BUSINESS & INDUSTRY
			CATERING
			LOGGING
			OTHER

Yes I would like to receive email communication and information from High Liner Foods.

Yes I am willing to be contacted by High Liner Foods to provide a testimonial that may be featured on [highliners.com](http://highliners.com).

- Offer valid on purchases made between 11/15/19 - 2/15/20.
- One rebate per customer.
- Valid in foodservice operator accounts only.
- Distributors are excluded from this offer.
- Available to multi-unit chain accounts.
- Submit rebate request any time before 2/15/20
- Minimum of 5 cases purchased required to be eligible.
- Maximum rebate value per operator is \$500.

- Proof of purchase in the form of distributor invoice must accompany request. Computer-generated proof of purchase reports will be accepted if they contain customer information and purchase details.
- Not valid in conjunction with any other High Liner Foods offer, bid, contract price, promotion, or rebate.
- Please allow 8-10 weeks for processing the redemption.



[alaskapollock.org](http://alaskapollock.org)

### SEAFOOD IS BETTER®

Let's make seafood something to celebrate.

[highliners.com](http://highliners.com)

1-888-820-0900

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