

**KING &  
PRINCE**  
SEAFOOD

*Sea. Taste. Enjoy!®*

**SAVE  
+ UP TO  
\$750\***



# SHARE THE PASSION

Win over America's Largest Generation



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\* Maximum Rebate

# LENT 2017

Millennials account for **38% of foodservice** spend & **30% of millennials** eat seafood more often during Lent than the rest of the year\*.

## It's time to menu seafood!

(\*Source: Technomic, 2016)

**BUY A MINIMUM OF 3 CASES IN 1 CATEGORY  
GET \$2 OFF PER CASE**

**BUY A MINIMUM OF 3 CASES IN EACH OF 2 CATEGORIES  
GET \$5 OFF PER CASE**

**BUY A MINIMUM OF 3 CASES IN EACH OF 3 CATEGORIES  
GET \$10 OFF PER CASE**

**PROMOTION DATES: JANUARY 1, 2017 – APRIL 30, 2017**

To receive your rebate, please provide the following information. (Please print.)

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Include me on email offers from King & Prince  
 Distributor \_\_\_\_\_ City/State \_\_\_\_\_

**MAIL REBATE BEFORE MAY 31, 2017**

King & Prince Seafood® Rebate  
 P.O. Box 1002, Dexter, MN 55926

**OR** go online to redeem at: [fspromos4u.com/kingandprince](http://fspromos4u.com/kingandprince)  
 & enter Quick Access Code: **517B1116**

**Foodservice Segment** Please check all that apply.

- Independent Restaurant  Regional Chain  National Chain  QSR  
 Fast Casual  Casual Dining  Family Dining  Cafeteria  
 Bar/Tavern  B&I  Healthcare  Travel/Entertainment  
 College/University  School K-12  Hotel/Motel  Casino  
 Stadium/Arena  Club Store  Convenience Store  Correctional Facility  
 Other \_\_\_\_\_

**RULES:** To receive your rebate, attach this coupon with copies of your foodservice distributor's invoice as proof of purchase for items purchased between January 1, 2017 and April 30, 2017. Rebate must be postmarked by 5/31/17. One rebate per operator. Distributors, re-distributors, contract, bid or special priced customers do not qualify. Customer information must be completed in full. Handwritten invoices will not be accepted. Invoices must include distributor name. No bulk or third party submissions will be accepted. Minimum purchase of 3 cases. Maximum refund of \$750 per location. No cash value. This coupon cannot be used in conjunction with any other King & Prince Seafood® offer or contract priced item excluding Foodservice Rewards. Coupon void where taxed, prohibited or restricted. Good only in the USA. Allow 4 to 6 weeks for refund receipt.

PRODUCT#	PRODUCT DESCRIPTION	CASE PACK	CASES PURCHASED	REBATE AMOUNT \$2, \$5 OR \$10	ESTIMATED REBATE AMOUNT DUE
<b>FISH CATEGORY</b>					
070036	Mrs. Friday's® Tavern Battered® Haddock Fillets, 3-5 oz.	1/10#			
070052	Mrs. Friday's® Tavern Battered® Cod Fillets, 1-2 oz.	4/2.5#			
070053	Mrs. Friday's® Tavern Battered® Cod Fillets-Long Line, 2-3 oz.	4/2.5#			
021413	Mrs. Friday's® Panko Breaded Cod Fillets, 2-3 oz.	4/5#			
021414	Mrs. Friday's® Panko Breaded Cod Fillets, 3-4 oz.	4/5#			
075513	Mrs. Friday's® Oven Ready Panko Breaded Cod Fillets, 2-3 oz.	4/2.5#			
075514	Mrs. Friday's® Oven Ready Panko Breaded Cod Fillets, 3-4 oz.	4/2.5#			
021743	Mrs. Friday's® Panko Breaded Pollock, 2-3 oz.	4/5#			
021744	Mrs. Friday's® Panko Breaded Pollock, 3-4 oz.	4/5#			
070042	Mrs. Friday's® Tavern Battered® Pollock, 1-2 oz.	4/2.5#			
070043	Mrs. Friday's® Tavern Battered® Pollock, 2-3 oz.	4/2.5#			
075470	Mrs. Friday's® Oven Ready Panko Breaded Pollock, 1-oz. Mini	4/2.5#			
075413	Mrs. Friday's® Oven Ready Panko Breaded Pollock, 2-3 oz.	4/2.5#			
075414	Mrs. Friday's® Oven Ready Panko Breaded Pollock, 3-4 oz.	4/2.5#			
072005	Fish Market Fresh® Creamy Butter Herb Tilapia Fillets	1/10#			
072006	Fish Market Fresh® Cracked Pepper Lemon Tilapia Fillets	1/10#			
072020	King & Prince® Panko Crusted Tilapia	4/2.5#			
072021	King & Prince® Potato Crusted Tilapia	4/2.5#			
075711	Mrs. Friday's® Crispy Southern Flounder	4/2.5#			
<b>SHRIMP CATEGORY</b>					
055355	Mrs. Friday's® Lightly Dusted Shrimp, 26/30 ct.	4/2.5#			
055357	Mrs. Friday's® Lightly Dusted Shrimp, 31/35 ct.	4/2.5#			
013210	Mrs. Friday's® Gold Pack® Fantail Shrimp, U/10 ct.	6/2.5#			
013212	Mrs. Friday's® Gold Pack® Fantail Shrimp, U/12 ct.	6/2.5#			
013215	Mrs. Friday's® Gold Pack® Fantail Shrimp, U/15 ct.	6/2.5#			
013220	Mrs. Friday's® Gold Pack® Fantail Shrimp, 16/20 ct.	6/2.5#			
013225	Mrs. Friday's® Gold Pack® Fantail Shrimp, 21/25 ct.	6/2.5#			
019110	Mrs. Friday's® Flying Jib Buttermilk Popcorn Shrimp 60/90 ct.	4/2.5#			
057401	Mrs. Friday's® Coconut Breaded Butterfly Shrimp, 12/15 ct.,	4/2.5#			
057436	Mrs. Friday's® Coconut Breaded Butterfly Shrimp, 16/20 ct.	4/2.5#			
057456	Mrs. Friday's® Coconut Breaded Round Shrimp, 16/20 ct.	4/2.5#			
057536	Mrs. Friday's® Coconut Breaded Butterfly Shrimp, 21/25 ct.	4/2.5#			
097697	Mrs. Friday's® Beer Battered Round Tail-Off Shrimp, 28/36 ct.	4/2.5#			
057364	Mrs. Friday's® Sauce Ready Breaded Tail-Off Shrimp, 44/62 ct.	4/2.5#			
057365	Mrs. Friday's® Breaded Shrimp Tenders, 44/62 ct.	4/2.5#			
059115	Mrs. Friday's® Homestyle Breaded Deep Cut Shrimp, 12/15 ct.	4/3#			
059121	Mrs. Friday's® Homestyle Breaded Deep Cut Shrimp, 16/20 ct.	4/3#			
059125	Mrs. Friday's® Homestyle Breaded Deep Cut Shrimp, 21/25 ct.	4/3#			
097692	Mrs. Friday's® Tempura Shrimp, 16/20 ct.	4/2#			
057003	Mrs. Friday's® Shrimp Scampi Tail-Off In Sauce, 20/25 ct.	4/2#			
057907	Mrs. Friday's® Panko Breaded Cheese Stuffed Shrimp	4/3#			
<b>OTHER SEAFOOD CATEGORY</b>					
073550	Mrs. Friday's® Breaded Krabbycakes® Oven Ready, 3 oz.	4/2.5#			
073555	Mrs. Friday's® Mini Breaded Krabbycakes® .4 oz.	6/2.5#			
041210	Mrs. Friday's® Italian Breaded Calamari Ringers, 45 ct.	6/2#			
041250	Mrs. Friday's® Lightly Breaded Ring & Tentacle Calamari, 6 oz.	6/2.25#			
004610	King & Prince® Lobster Sensations®	6/2#			
057920	King & Prince® Gourmet Seafood Crab Cakes, 3 oz.	4/2.5#			
057921	King & Prince® Gourmet Lobster & Seafood Cakes, 3 oz.	4/2.5#			
004630	King & Prince® Jumbo Crab Sensations®	6/2#			
091532	Mrs. Friday's® Seafood Chunks	12/2#			
053826	Mrs. Friday's® Chef Dusted® Pacific Oysters, 18-35 ct.	6/1#			
053828	Mrs. Friday's® Panko Breaded Oysters Medium, 18-25 ct.	6/2.5#			
057135	Mrs. Friday's® Lightly Breaded Cajun-Style Crawfish, 64-125 ct.	4/2.5#			
057997	King & Prince® Seafood Inspirations® Shrimp, Crab & Parmesan	4/2.5#			
<b>TOTAL DUE \$</b>					

Max. Rebate \$750

### Questions?

Email [kingandprince@ibidata.com](mailto:kingandprince@ibidata.com)  
 or call 1.866.986.4920

Combine your rebate with Foodservice Rewards for even greater savings.

