

chillycow

New innovation allows for guiltless indulgence and frequent purchases.

KEY PRODUCT

DIFFERENTIATORS

MADE WITH ULTRA-FILTERED MILK

No Added Protein Powder
Good Source of Protein
No Chalky Texture or Taste



Clean, Real Sensory Experience
Smooth and Creamy
Reduced Sugar

OPTIMALLY SIZED HALF-PINTS

Perfect Snack Size
Price Point = Great Value
Easy On-the-Go Use



Cues Daily/Snack Occasions
Compelling Nutritional
Keeps Product Fresh

60% FEWER CALORIES* | **12g** PROTEIN | **60%** LESS SUGAR* | **80%** LESS FAT* *COMPARED TO LEADING ICE CREAMS



Occasional Treat to Everyday Snack

THE NEW BETTER FOR YOU CONSUMER

CHILLY COW® scored in the 90th Percentile for Purchase Intent, Uniqueness & Purchase Frequency for Cafeteria, Work & School*

| PURCHASE INTENT | UNIQUENESS | FREQUENCY | DRAW |
|--|--|---|--|
| <p>96 unbranded PI n=1000</p> | <p>98 uniqueness n=1000</p> | <p>94 frequency n=893</p> | <p>87 draw n=893</p> |
| <p>58% definitely or probably would buy</p> | <p>56% extremely or very unique</p> | <p>23% would order the item all the time</p> | <p>47% would visit somewhere just for this item</p> |

*Source: Datassential SCORES™ database, May 2017. Normative scores shown, with 100 = max possible score. Percentile scores based on comparison among 1500 desserts.



Rebate Earn \$8.00/Case

Between March 1, 2019 and May 31, 2019, purchase any Chilly Cow® Half Pint Case and receive a rebate for the value of \$8.00 per case. (Max. value \$500.00). Just mail in qualifying distributor invoices along with this form to receive your rebate. The business name, address, and phone number must be clearly written on the form.

- NEW FLAVOR** Sweet Cream Peanut Butter
1196176 # cases _____
- Brown Butter Salted Caramel
1129829 # cases _____
- Chocolate Brownie Batter
1129843 # cases _____
- Chocolate Chip Cookie Dough
1129875 # cases _____

Total number of cases purchased _____

Rebate Dollar Amount \$ **\$8.00**

Total Rebate = _____
(Maximum \$500.00)

Name/Title: _____

Company Name: _____

(Must Match Invoice)

Street Address: _____

City: _____

State: Zip: _____

Phone: (____) _____ Fax: (____) _____

Type of Foodservice Operation: _____

E-mail: _____

Distributor: _____

Sales Rep Name: _____

Mail with qualifying distributor invoices to:

KeyImpact
1349 West Sunday Dr.
Indianapolis, IN 46217

Attn: Chilly Cow® Rebate

or email to: bluebunny@kisales.com

For more information, please contact your KeyImpact Representative.

Applies to qualifying products listed above only. Minimum purchase of 1 case required. Offer good for rebate submissions postmarked on or prior to June 30, 2019. A copy of your distributor invoice(s) clearly identifying the distributor's codes and the number of cases purchased must be included with this fully completed rebate offer. No handwritten invoices allowed. Your purchase invoice(s) must be dated between March 1, 2019 and May 31, 2019. Distributor generated purchase reports will also be accepted in place of invoices. Distributor tracking reports or invoices must be dated during promotion period and include operator name, product code, invoice number and purchase price. This rebate offer cannot be used in conjunction with any other promotional offer. Bid and contract accounts are exempt. Offer limited to one redemption per location per company. Please allow 4-6 weeks for processing. Maximum rebate \$500.00 per customer. Chains must participate at a unit level only. Offer good in the USA only. Void where prohibited or restricted by law. One rebate per location.

**Ultra Creamy,
Protein-Packed
Lower Calorie Ice Cream**

| Product | Item # | Individual UPC | GTIN | Unit Size | Case Pack | Case Dimensions | Cases/Pallet | TiHi |
|-----------------------------|---------|-----------------|--------------------|-----------|-----------|---------------------|--------------|--------|
| Sweet Cream Peanut Butter | 1196176 | 0 70640 01625 9 | 1 00 70640 01625 6 | 1/2 pint | 24 pack | 12.31 x 8.38 x 9.38 | 128 | 16 x 8 |
| Brown Butter Salted Caramel | 1129829 | 0 70640 01627 3 | 1 00 70640 01635 5 | 1/2 pint | 24 pack | 12.31 x 8.38 x 9.38 | 128 | 16 x 8 |
| Chocolate Brownie Batter | 1129843 | 0 70640 01631 0 | 1 00 70640 01636 2 | 1/2 pint | 24 pack | 12.31 x 8.38 x 9.38 | 128 | 16 x 8 |
| Chocolate Chip Cookie Dough | 1129875 | 0 70540 01623 5 | 1 00 70640 01637 9 | 1/2 pint | 24 pack | 12.31 x 8.38 x 9.38 | 128 | 16 x 8 |