

# TRAY PACK REBATE

Great Lakes, Great Flavors, Great Sales!

## Attention Retailers! 17 weeks to cash in!

Advertise tasty, tray-pack Michigan Apples and get money back.



### THE TRAY DEAL!

1. Run three ads on any or all of the following 2009 apple varieties:

- Michigan Cortland
- Michigan Jonagold
- Michigan Fuji
- Michigan Jonathan
- Michigan Gala
- Michigan McIntosh
- Michigan Golden Delicious
- Michigan Red Delicious
- Michigan Honeycrisp
- Michigan Rome

Mix or match, or put all 10 varieties in each ad!

2. Ads must feature tray-pack Michigan Apples with per pound pricing, and publish between Nov. 1, 2009 – March 1, 2010.

3. Submit Michigan Apple Tray Pack Entry Form, dated tear sheets of the three ads, name of your Michigan Apple supplier, and proof of sales volume to Michigan Apple Committee, **postmarked by April 1, 2010.**

4. Ads must include the Michigan Apple Committee registered logo (with the words "Michigan Apples") or the words "Michigan Apples" to qualify. Logo available at [MichiganApples.com/Michigan-apples-logos.html](http://MichiganApples.com/Michigan-apples-logos.html).

5. All requested information must be included and entry form filled out completely and returned on time (by April 1, 2010) to qualify for rebate.

### THE SWEET REWARD!

6. Complete the TRAY DEAL and receive \$.25/case rebate from MAC up to \$4,000, payable to your business.\*

*\*Note: Reward capped at \$4,000 per retailer. Paid on a first-come, first-serve basis until \$25,000 is gone! May not be combined with any other offer or promotion from the Michigan Apple Committee. Additional information may be requested. Wholesaler and retailer may not both claim refund for same purchase.*

### Michigan Apple Tray Pack Rebate Entry Form

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

If above are different, make check payable to: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

Your Supplier: \_\_\_\_\_

Cases Sold\*: \_\_\_\_\_

*\*Cases of qualifying Michigan Apples, per Tray Deal rules.*

Mail to: Michigan Apple Committee, 13105 Schavey Road, Suite 2, DeWitt, MI 48820

© Michigan Apple Committee, 2009



(800) 456.2753 • [MichiganApples.com](http://MichiganApples.com) • [www.twitter.com/denisedonohue](http://www.twitter.com/denisedonohue)  
[staff@MichiganApples.com](mailto:staff@MichiganApples.com) • 13105 Schavey Road, Suite 2, DeWitt, MI 48820