

BULK APPLE REBATE

Great Lakes, Great Flavors, Great Sales!

Attention Retailers! 17 weeks to cash in! Advertise tasty, bulk Michigan Apples and receive money back.

THE BULK DEAL!

1. Run three ads on any or all of the following 2011 apple varieties:

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

Mix or match, or put all 9 varieties in each ad!

2. Ads must feature bulk Michigan Apples with per pound pricing, and publish between September 1, 2011 – December 31, 2011.

3. Submit Michigan Apple Bulk 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 on or before January 31, 2012.**

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.

5. All requested information must be included and entry form filled out completely and returned on time (by January 31, 2012) to qualify for rebate.

THE SWEET REWARD!

6. Complete the BULK DEAL and receive \$1.00/case rebate from MAC up to \$10,000, payable to your business.*

**Note: Reward capped at \$10,000 per retailer. 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.*

Consumers want locally-grown bulk apples!*

**According to MAC focus group findings held in Fall 2009, Winter 2010 and Fall 2010 in multiple locations in Grand Rapids, Lansing and Detroit, Mich.; and Metro Chicago.*

**Bulk
rebate increased
from 25¢ to \$1/case!
Earn up to
\$10,000!**

Michigan Apple Bulk Rebate Entry Form

Contact Name: _____ Date: _____

Company: _____

If above are different, make check payable to: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: (_____) _____

Your Supplier: _____

Cases Sold*: _____

**Cases of qualifying Michigan Apples, per Bulk Deal rules.*

Mail to: Michigan Apple Committee, 13750 S. Sedona Parkway, Suite 3, Lansing, MI 48906

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