

# Holiday Coupon

Dairy Crest®  
White Wensleydale  
with Cranberries

Frico® Belle Blanche  
Goat Gouda

Casa Del Campo®  
Manchego

Saint Albray®

St. Pete's®  
Select



**Purchase any SYSCO Cheese Course Kit between November 1, 2006 through January 31, 2007, and receive a \$5.00 per case rebate for up to \$100.00! Just mail in your qualifying SYSCO invoices along with this form to receive your rebate!**

Offer good only in the United States. Offer good on product purchased between November 1, 2006 through January 31, 2007. Attach qualifying SYSCO invoices. Not to be used in conjunction with any other offer, bid or contract pricing. Must include proof of purchase. Total rebate amount must be \$30 or greater. All rebates must be postmarked by February 28, 2007 to qualify for redemption. Maximum of \$200 per customer. Please allow 6 weeks for payment.

## Receive a \$5.00 per case rebate!

Wisconsin Award-Winners # of cases \_\_\_\_\_  
SUPC #3973724

Italian Favorites # of cases \_\_\_\_\_  
SUPC #3850849

Assorted Classics (featured) # of cases \_\_\_\_\_  
SUPC #3982444

Total # of cases purchased \_\_\_\_\_ x \$5.00 \_\_\_\_\_  
Total rebate (min. \$30.00 / max. \$200.00) = \_\_\_\_\_

Name/Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
SYSCO Operating Company: \_\_\_\_\_

Type of Operation: (Please check one of the following.)  
 Bar/Tavern  Fine Dining  
 Casual Dining  Hotel/Resort  
 Caterer  Other \_\_\_\_\_

Mail with qualifying SYSCO invoices to:  
**SYSCO Holiday Cheese Course Kit Rebate**  
**c/o Maher Marketing Services, LLC**  
**5225 Katy Freeway, Suite 150**  
**Houston, TX 77007**

# SYSCO Cheese Course Kit Offerings



Description: Italian Favorites

SUPC #: 3850849

Pack/Size: 1/10 lb avg

Includes:

- Belgioioso® Asiago
- Belgioioso® Creamy Gorg
- Belgioioso® Sharp Provolone
- Belgioioso® Pepato
- Belgioioso® Italiano



Description: Wisconsin Award-

Winners

SUPC #: 3973724

Pack/Size: 1/12 lb avg

Includes:

- Grand Cru Reserve® Gruyere
- Vintage Van Gogh®
- Buttermilk Bleu Affinee®
- Mezzaluna® Fontina
- Red Spruce® 4-Year Cheddar



Description: Assorted Classics

SUPC #: 3982444

Pack/Size: 1/12 lb avg

Includes:

- Saint Albroy®
- St. Pete's® Select Blue
- Frico® Goat Gouda
- Casa del Campo® Manchego
- Dairy Crest® Wensleydale (with Cranberries)

Now **IN STOCK** at  
Hallsmith **SYSCO**  
1-800-877-1166

please visit  
[hallsmith-sysco.com](http://hallsmith-sysco.com)

## Profitability Breakdown

End-User Cost: \$10.00/lb or \$120.00/cs (based on a 12-pound case)

Servings per Case: 40 - 42 (based on 5/1 oz portions)

Cost per Portion: \$0.63/unit x 5 = \$3.13/plate (per plate cost to operator)

Accompaniments & Garnish: \$0.75/plate

Total Cost: \$3.88/plate

Cheese Course Selling Price: \$11.99/plate (= 0.33% food cost)

**Estimated Profit per Case: \$330.00/cs**

(Note: All figures listed above are estimates based on the 'Wisconsin Award-Winners' Cheese Course. Figures do not include profit, tips and check average for wine, coffee, etc. served with the course.)