

LAND O'LAKES
PERFORMANCE
extras™

REWARDS PROGRAM

Earn **Cash Rebates** and **Rewards Points**
for purchasing LAND O LAKES® products.



FOODSERVICE
Simple goodness, made simple.



STEP ONE: SIGN UP

SIGN UP & ORDER LAND O LAKES® Products

Join the
Performance Extras®
Rewards Program
by completing and
submitting the included
signup sheet.

Or save time and
register online at

www.lolextras.com

LAND O LAKES
PERFORMANCE
extras
REWARDS PROGRAM

Enroll online at **lolextras.com** to start earning rewards now!

To enroll by mail, fill out form completely. Please print clearly.
Si quiere hablar con un representante del servicio al cliente o requiere información en Español llame al 1-800-361-4902.

Establishment Name _____ Title _____
Contact Name _____ State _____ Zip _____
Street Address (No P.O. Boxes) _____
City _____
Phone Number _____
Email Address* _____
By providing an email address, operator gives permission for us to send product and program information via email.

☐ Independent ☐ Chain (# Units _____)
If more than one unit, please list all unit locations on the back of this form. (Include establishment name, address, city, state and zip)

Broker House _____ Have a Code? _____ (No required)
Broker Email Address _____ State _____
Primary Distributor _____
City _____ State _____
Secondary Distributor _____
City _____

My foodservice operation can best be described as one of the following:
☐ Casual Dining ☐ Fine Dining ☐ Family Dining ☐ Other _____

My menu can best be described as:
☐ Mexican / Southwestern ☐ Mixed American ☐ Other _____

To enroll: Online: **lolextras.com**
or Mail: Land O'Lakes Performance Extras Rewards Program
PO Box 2035
Brownsville, MN 55918-2035

For more information, call 1-800-361-4902

FOODSERVICE
Simple solutions. Simple service.

NEW MEMBER
SIGN UP BONUS

**250 FREE
POINTS**

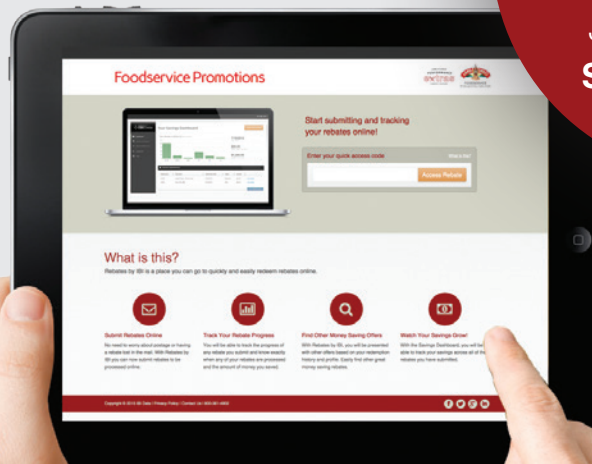
and an additional
\$1 rebate on every
purchase*

*During your first 60 days
of membership

STEP TWO: SUBMIT

SUBMIT INVOICES

Keep your distributor invoices
as proof of purchase
when you order qualifying
LAND O LAKES® products,
and submit the invoices
with the rebate form by
mail or **now online at**
lolextras.com!



PURCHASES
JAN 1 - JUNE 30
**Submit invoices
by July 31**

PURCHASES
JULY 1 - DEC 31
**Submit invoices
by Jan 31**



STEP THREE: REDEEM

REDEEM YOUR REWARDS

Performance Extras® Rewards Program members earn cash rebates as well as points redeemable for a wide variety of rewards.

EARN CASH REBATES*

All members of LAND O LAKES® Performance Extras earn cash rebates of:



First 60 days of Membership	Ongoing
\$2 per case (Tier 1)	\$1 per case (Tier 1)
\$3 per case (Tier 2)	\$2 per case (Tier 2)
\$6 per case (Tier 3)	\$5 per case (Tier 3)

EARN REWARDS POINTS**

In addition to cash rebates, members also earn rewards points for buying participating products. And the longer you're a member, the more points you earn. Learn more about available rewards and how to redeem points once you're enrolled.

Purchase Amount	Silver Member Program participation of less than 3 consecutive years	Gold Member After 3 consecutive years, members are upgraded to Gold status.
1 SKU	Earn 4 pts/case	Earn 6 pts/case
2+ SKUs	Earn 6 pts/case	Earn 8 pts/case



*See back page for qualifying LAND O LAKES® products and tiers.

**To earn rewards points, you must provide an email address as this portion of the Performance Extras® Rewards Program is administered online exclusively. If you do not have an email address, you will still earn cash rebates.

QUALIFYING LAND O LAKES® PRODUCTS

Earn rebates and rewards points by the case with any combination of these delicious and versatile products.

Tier 1 Products \$1 per case plus points



Butter Sauce Base

- 8/2 lb. (15783)

Cream Sauce Base

- 8/2 lb. (15782)

Alfredo Sauce

- 6/64 oz. (39453)

Kozy Shack® Pudding, Tray

- Chocolate, 2/4 lb. (73010)
- Rice, 2/4 lb. (73055)
- Tapioca, 2/4 lb. (73000)

Extra Melt® Shredded Process American Cheese

- Yellow, 4/5 lb. (42049)

Fresh Buttery Taste® Spread

- 912/5 g. (19705)
- 460/10 g. (19711)
- 460/14 g. (19714)

Cream Cheese

- 100/1 oz. (44850)

Sour Cream

- Regular 100/1 oz. (64421)
- Fat Free 100/1 oz. (64407)

Tier 2 Products \$2 per case plus points



Extra Melt® American Loaf

- Yellow, 6/5 lb. (48153)
- White, 6/5 lb. (48154)
- with Jalapeños, 6/5 lb. (48242)

Golden Velvet® Cheese Spread

- Yellow, 6/5 lb. (48775)
- White, 6/5 lb. (48769)

Extra Melt™ Cheese Sauce

- White, 6/5 lb. (39050)

Golden Velvet™ Cheese Sauce

- Yellow, 6/5 lb. (48297)

Queso Bravo® Cheese Dip

- Yellow, 6/5 lb. (48192)
- White, 6/5 lb. (48238)

Clarified Butter Blend with Vegetable Oil

- 2/8 lb. (15938)

Signature® Spread Garlic & Herb Blend

- 4/4 lb. (15948)

Light Sour Cream

- 4/5 lb. (64422)

Tier 3 Products \$5 per case plus points



Sharp Cheddar American Loaf

- Yellow, 2/5 lb. (48203)

Italian Blend Cheese Loaf

- White, 2/5 lb. (48230)

Any questions about the Performance Extras® Rewards Program, call **1-800-361-4902** or visit **lolextras.com** for more information

Si quiere hablar con un representante del servicio al cliente o requiere información en Español hable al **1-800-361-4902**

