

Winter Wing Operator Rebate

Wing-Zings®

BONELESSDINGS®



WING DINGS®

BonelessZings®

\$3/\$5 OFF CASE
Up To \$500 Per Store

ON PURCHASES MADE BETWEEN
Oct 29th 2018 - Feb 1st, 2019

- Iconic Wing-Ding and Wing-Zing flavor profiles keep customers coming back
- Fully cooked for heat-and-serve convenience
- Marinated to yield juicy flavor and longer hold times
- Endless menu possibilities

GFS SKU	SKU	PRODUCT DESCRIPTION	NET WEIGHT	PACK SIZE	REBATE
494681	65725	Wing Dings	25 lb.	3/8.33 lb.	\$5/Case
821039	65715	Wing Dings	15 lb.	2/7.5 lb.	\$3/Case
686031	111125	Boneless Dings	10 lb.	2/5 lb.	\$3/Case
-	60250	Wing Zings	25 lb.	3/8.33 lb.	\$5/Case
821047	60150	Wing Zings	15 lb.	2/7.5 lb.	\$3/Case
686050	111355	Boneless Zings	10 lb.	2/5 lb.	\$3/Case

Name (please print) _____
 Title _____
 Name of operation _____
 Type of operation _____
 Address (No PO boxes) _____
 City _____ State _____ Zip _____
 Phone _____ Email _____
 Distributor name _____

Provide distributor invoices proving purchases made between 10/29/2018 and 02/01/2019. Must be postmarked by 02/15/2019 to qualify. Fill out this coupon with your original distributor invoice(s) with qualifying purchases circled as proof of purchase and mail to:

Winter Wing Operator Rebate Offer
 Attn: Pierce Chicken Customer Care
 P.O. Box 846
 Brunswick, OH 44212
 800-837-5352



Operators must submit their own payment request with signature as proof of authenticity. Send original distributor invoice(s) or valid distributor tracking reports. Offer valid only on 60150, 60250, 111355, 65715, 111125 and 65725. This offer applies to licensed foodservice operators only and does not apply to bid or contract customers. Rebate does not apply to wholesalers. This offer may not be used with any other Pierce Chicken promotion. Once coupon/redemption per foodservice operation. Please allow 6 to 8 weeks from promotional period closing to receive your rebate check. Void where prohibited by law.

WING DINGS® INSIGHTS

Total Industry
Servings



While wing servings are down 5% Industry-wide, Wing volume in broadline is up 3.8%

Broadline



Raw Wings

And while fresh, raw wing sales are up 2.8%, Fully cooked wings are up 9.6% in broadline distribution. (That's 3.5x faster than raw!)



Fully Cooked

And 75% Percent of this growth is being driven by 4 Main operator types



Pizza



Bar and Grill



Lodging



C-Stores