

# A naturally sweet offer.

Try Stevia In The Raw® Zero Calorie Sweetener for free!



Buy any two cases of Sweet'N Low® or In The Raw® sweetener products, and get a free case of Stevia In The Raw!



## Sweeten the Experience.

Today's guests have come to enjoy and expect customized beverage options, and many are looking for natural sweeteners. In fact, 65% of consumers consider natural products as better,<sup>1</sup> and 82% of operators have seen increased sales and traffic due to natural product offerings.<sup>2</sup> Encourage profitable beverage orders with the natural, zero-calorie sweetener from a trusted brand—Stevia In The Raw.

## Why Try Stevia In The Raw?

- Zero-calorie sweetener made with extract from the stevia plant
- Offers delicious, sweet flavor with zero calories and no artificial colors, flavors, preservatives or sugar alcohols
- Stevia is the #1 selling zero-calorie sweetener purchased by consumers for use in their own homes.<sup>3</sup>
- As the current #1 stevia brand away from home<sup>4</sup> Stevia In The Raw is being sought after in your operation



## Eligible Items:

ITEM CODE	DESCRIPTION	CASE PACK	PACK TYPE	# CASES
4480050315	Sugar In The Raw®	1	25 lb Bulk Bag in Box	
4480050319	Sugar In The Raw	200/2pk	4.5g Pack Dispenser Box	
4480050390	Sugar In The Raw	400	4.5g Packet	
4480050400	Sugar In The Raw	1,200	4.5g Packet	
4480050410	Sugar In The Raw Euro Stick	2,000	3.5g Euro Stick	
4480050395	Sugar In The Raw Organic White®	1,000	3.5g Packet	
4480050150	Sweet'N Low®	400/4pk	1g Packet	
4480050999	Sweet'N Low	1,250	1g Packet	
4480057111	Sweet'N Low	3,000	1g packet	
4480052050	Sweet'N Low	2,000	1g Packet	
4480052180	Sweet'N Low Euro Stick	2,000	1g Euro Stick	
4480000223	Sweet'N Low® Spoon for Spoon®	6	6.6oz	
			<b>TOTAL CASES</b>	

## How To Get Your Rebate

This offer is available between 2/15/19 and 10/31/19.

- Legibly complete the entire certificate below. Mail completed certificate and proof of purchase with products clearly identified to the address shown below. Only copies of supplier invoice(s) or velocity reports, which include date and product information, are acceptable proof(s) of purchase.
  - Mail all materials by 11/14/19 to:  
Smucker Away From Home Rebate #305  
c/o VP Demand Creation Services  
P.O. Box 552  
Traverse City, MI 49685-0552
- a. Rebate submissions must be postmarked by 11/14/19 and received by 11/28/19
- b. This offer may only be redeemed by Commercial and noncommercial foodservice operators.
- c. This offer is limited to 2 cases of **Stevia In The Raw**, up to \$60 max rebate per address.
- d. If you have any questions regarding this offer, please call 1-855-423-8372 or email [redemptionsservices@vpdcs.com](mailto:redemptionsservices@vpdcs.com)
- e. **ELIGIBLE CUSTOMERS:** Commercial and noncommercial foodservice operators.
- f. **INELIGIBLE CUSTOMERS:** Bid, contract business, national accounts and affiliated group purchasers already receiving a special contract price on Stevia In The Raw (due to other Smucker Away From Home programs in which they may already participate).

### PLEASE MAIL MY REBATE TO:\*

Contact Name:	Contact Signature:
<b>By signing this document, I represent that all information provided is true and accurate.</b>	
Business Name:	Business Address:
City:	State, Zip:
(Area Code) Telephone #:	Email Address:
Operation Type:	

\*All fields required

NOTE: The J.M. Smucker Company will mail your rebate directly to you. DO NOT deduct from invoice(s). Allow 12 weeks for rebate processing. For NY & NC please allow 6 days for rebate processing. All the information you give us will be kept private and will not be sold to any other company. Offer expressly excludes (1) Payment to third party agents; and (2) Payments for taxes, fees or any amount of other than purchase price of eligible cases shown on invoice. Offer good only in the United States and is not good in conjunction with any other Smucker Away From Home rebate or offer, including but not limited to comparable/identical offers that are offered on the Internet. Reproductions, sale, trade or purchase of a certificate or proof of purchase is prohibited. The J.M. Smucker Company reserves the right to refuse any or all payments if violations of rebate offer requirements occur. Offer rights may not be assigned or transferred.

<sup>1</sup> Food Business News, How Consumers Perceive "Natural", 2017

<sup>2</sup> Technomic, The Rising Power of Natural & Organic, 2017

<sup>3</sup> IRI Mulo, L52W Ending 12/2/18

<sup>4</sup> NPD supply track 12 months ending December 2018

©/© The J.M. Smucker Company  
Stevia In The Raw®, Sugar In The Raw Organic White®, Sugar In The Raw®, Sweet'N Low®, Spoon for Spoon® are registered trademarks of CPC Intellectual Property, Inc. used under license.

VP#74293

26509 03/12/2019



**Good memories  
in the making.™**