

CUSTOMER COUPON

VENDOR: 9390 ~ TRIDENT SEAFOODS

WILD ALASKA SEAFOOD

Effective Dates: September 1, 2024 to December 31, 2024

Submission Deadline: January 31, 2025

IFD #	MFG #	Description	Pack
46753	418453	Golden Ale Battered Shrimp, 31/35 Ct	10 #
51861	499464	3Oz Breaded Crab Cake S/O	10 #
46050	499520	Breaded Cheddar & Jalapeno Seafood And Crab Xtremers S/O	10 #
45957	413667	Supreme Crunch Beer Battered Cod 2.5-3 Oz	2/5 #
45105	481475	3 Oz Breaded Salmon Croquette	10 #

\$5/case

Minimum:

Maximum: \$300

Offer valid for foodservice operators only. Offer not valid under bid or contract pricing.
Cannot be combined with any other offer.

Invoices only

IFD FOODSERVICE DISTRIBUTOR

<http://www.callifd.com>

313 Hastings Place | Eau Claire, WI 54703

Phone: 800.873.0131

CASH IN ON CUSTOMER SATISFACTION WITH WILD ALASKA SEAFOOD

LIMITED TIME REBATE: UP TO **\$300 OFF**

Dist. Item #	Product Code	Product Description	Pack Size	Qty	Rebate Amt.	Total Rebate
PARTICIPATING PRODUCTS						
455936	1 OZ MINI PUBHOUSE BATTERED POLLOCK		1/10 LB		\$ 5.00	
491544	1-2 OZ PUBHOUSE BATTERED POLLOCK		1/10 LB		\$ 5.00	
491543	2-3 OZ PUBHOUSE BATTERED POLLOCK		1/10 LB		\$ 5.00	
491153	1-2 OZ PUBHOUSE BATTERED COD		1/10 LB		\$ 5.00	
491152	2-3 OZ PUBHOUSE BATTERED COD		1/10 LB		\$ 5.00	
435706	3-4 OZ PUBHOUSE BATTERED COD		1/10 LB		\$ 5.00	
418860	1-2 OZ PUBHOUSE BATTERED ROCKFISH		1/10 LB		\$ 5.00	
418445	2 OZ PUBHOUSE GOLDEN ALE BEER BATTERED POLLOCK		1/10 LB		\$ 5.00	
418446	3 OZ PUBHOUSE GOLDEN ALE BEER BATTERED POLLOCK		1/10 LB		\$ 5.00	
418440	2 OZ PUBHOUSE GOLDEN ALE BEER BATTERED COD		1/10 LB		\$ 5.00	
418441	3 OZ PUBHOUSE GOLDEN ALE BEER BATTERED COD		1/10 LB		\$ 5.00	
418442	4 OZ PUBHOUSE GOLDEN ALE BEER BATTERED COD		1/10 LB		\$ 5.00	
418443	6 OZ PUBHOUSE GOLDEN ALE BEER BATTERED COD		1/10 LB		\$ 5.00	
418448	2 OZ PUBHOUSE GOLDEN ALE BEER BATTERED HADDOCK		1/10 LB		\$ 5.00	
418449	4 OZ PUBHOUSE GOLDEN ALE BEER BATTERED HADDOCK		1/10 LB		\$ 5.00	
418450	6 OZ PUBHOUSE GOLDEN ALE BEER BATTERED HADDOCK		1/10 LB		\$ 5.00	
418451	8.5 OZ PUBHOUSE GOLDEN ALE BEER BATTERED HADDOCK		1/10 LB		\$ 5.00	
418452	10 OZ PUBHOUSE GOLDEN ALE BEER BATTERED HADDOCK		1/10 LB		\$ 5.00	
418453	31-35 CT PUBHOUSE GOLDEN ALE BEER BATTERED SHRIMP		1/10 LB		\$ 5.00	
414341	1.5-2.5 OZ ALASKAN AMBER® BEER BATTERED COD FILLET		1/10 LB		\$ 5.00	
143770	2-3OZ IPA BEER BATTERED POLLOCK		1/10 LB		\$ 5.00	
410933	2-3 OZ PANKO BREADED POLLOCK FILLET OVEN READY		1/10 LB		\$ 5.00	
413894	2.5 - 3.5 OZ CRISPANKO™ BREADED POLLOCK FILLET RAW BREADED		1/10 LB		\$ 5.00	
413897	2.5 - 3.5 OZ CRISPANKO™ BREADED COD FILLET RAW BREADED		1/10 LB		\$ 5.00	
421793	4 OZ CRISPANKO™ BREADED COD WEDGE		1/10 LB		\$ 5.00	
474592	4.3 OZ PREM CRISPY POLLOCK PORTION RAW BREADED		1/14 LB		\$ 5.00	
442742	SEA LEGS .85 OZ LIGHTLY BREADED MINI CRAB CAKE OVEN READY		1/10 LB		\$ 5.00	
499464	SEA LEGS 3 OZ LIGHTLY BREADED CRAB CAKE OVEN READY		1/10 LB		\$ 5.00	
499520	SEA LEGS XTREMERS CHEESE & JALAPENO RAW BREADED		1/10 LB		\$ 5.00	
426075	4 OZ LEMON BUTTER CRUMB BREADED ALASKA POLLOCK		1/10 LB		\$ 5.00	
426076	4 OZ BUTTER CRUMB BREADED ALASKA POLLOCK		1/10 LB		\$ 5.00	
413667	3 OZ SUPREME CRUNCH BEER BATTERED COD FILLET		1/10 LB		\$ 5.00	
412970	4 OZ COD SQUARE RAW BREADED RAW BREADED		1/10 LB		\$ 5.00	
481475	3 OZ BREADED SALMON CROQUETTE OVEN READY		1/10 LB		\$ 5.00	
413117	4-5 OZ COUNTRY FRIED FLOUNDER FILLET RAW BREADED		1/10 LB		\$ 5.00	
415642	4 OZ BREADED ALASKA POLLOCK SANDWICH PORTION W/SLEEVES		1/10 LB		\$ 5.00	
117489	3.1 OZ ALASKA POLLOCK SANDWICH PORTION RAW BREADED		2/5 LB		\$ 5.00	



TERMS & CONDITIONS:

- Offer valid ONLY for the products listed in this form purchased between September 1, 2024 & December 31, 2024.
- Chains may participate on an individual basis.
- This offer cannot be combined with any other rebates, allowances or national account contracts or used on products purchased on bids.
- Cases redeemed against this offer cannot be redeemed against other Trident Seafoods rebate offers.
- This offer is valid for foodservice operators only; distributors cannot redeem rebates for operators.
- Trident Seafoods reserves the right to audit requests for payment and reserves the right to cancel this offer at any time. Only reasonable purchase prices will be accepted.
- All rebates must be postmarked by January 31, 2025.
- Void where restricted, taxed, or prohibited by law.
- Please allow 8-12 weeks for delivery of rebate check.



SCAN FOR
ONLINE REBATE
ENTER CODE:
TRIDENT2024

TRFS_2408_7840
POS 7840

CONTINUED ON REVERSE

CASH IN ON CUSTOMER SATISFACTION WITH WILD ALASKA SEAFOOD

LIMITED TIME REBATE: UP TO **\$300 OFF**

Dist. Item #	Product Code	Product Description	Pack Size	Qty	Rebate Amt.	Total Rebate
PARTICIPATING PRODUCTS						
117490		6.7 OZ BREADED ALASKA POLLOCK SANDWICH PORTION OVEN READY-HALAL	5/5 LB		\$ 5.00	
142028		COUNTRY STYLE OVEN READY ALASKA POLLOCK BITES	2/5 LB		\$ 5.00	
143537		5.71 OZ POTATO COATED OVEN READY ALASKA POLLOCK PORTION	2/4.28 LB		\$ 5.00	
418944		1 OZ ULTIMATE FISH STICK ALL NATURAL	6/4 LB		\$ 5.00	
143534		SEA LEGS 3 OZ LIGHTLY BREADED CRAB CAKE OVEN READY	1/5 LB		\$2.50	
143533		SEA LEGS XTREMERS CHEESE & JALAPENO RAW BREADED	1/5 LB		\$2.50	
143530		2.5 - 3.5 OZ CRISPANKO™ BREADED POLLOCK FILLET RAW BREADED	1/5 LB		\$2.50	
143532		2-3 OZ PUBHOUSE BATTERED COD	1/5 LB		\$2.50	
143531		2 OZ PUBHOUSE GOLDEN ALE BEER BATTERED COD	1/5 LB		\$2.50	
143535		4 OZ PANKO BREADED POLLOCK SANDWICH PTN OVEN READY	1/5 LB		\$2.50	
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472887		4.4 OZ WILD ALASKA SALMON STUFFED FILLET PORTION	1/10 LB		\$5	
451765		4.4 OZ WILD ALASKA POLLOCK STUFFED FILLET PORTION	1/10 LB		\$5	
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422150		4 OZ OVEN READY 10 GRAIN BREADED POLLOCK PORTION	1/10 LB		\$5	
417438		4 OZ SEASONED PANKO BREADED POLLOCK SANDWICH PTN	1/10 LB		\$5	
TOTAL REBATE ALLOWANCE (maximum rebate of \$300.00 per location)						

Send completed form along with proof of purchase (Distributor Invoices): postmarked by January 31, 2025 to the address below OR go online to redeem at fspromos4u.com/trident.
Enter Quick Access Code: TRIDENT2024. Questions? Call: 844-356-4753
 Address: Trident Seafoods Rebate, PO Box 2050-TR, Brownsdale, MN 55918

NAME/Title: _____

ESTABLISHMENT NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP CODE: _____

PHONE (w/area code): _____

PRIMARY DISTRIBUTOR: _____

AVERAGE # OF MEALS SERVED PER DAY: _____

EMAIL: _____

Yes, I would like to receive occasional email updates from Trident Seafoods.

Menu Type (check one)

- Varied
- Asian
- Bakery
- BBQ
- Italian
- Mexican
- Pizza
- Sandwich/Deli
- Seafood
- Steak
- Other _____

Type of Operation (check one)

- Bar & Tavern
- Business & Industry
- Cafeteria & Buffet
- Caterers
- College & Univ.
- Fast Casual
- Full Serv. Midscale/Family
- Full Serv. Casual Dining
- Hotel/Motel
- Hospitals
- K-12 Schools
- Military
- Nursing Home
- Quick Service
- Retail Hosts
- Senior Living

Ownership (check one)

- Chain
- Contract Management
- Independent

Consumer Seafood Consumption

TRENDS

Seafood from Alaska is more appealing than any other seafood origin.

WILD & ALASKA is the magic combination for driving purchase

★ **7** out of **10** ★

consumers are more than likely to order an item when **ALASKA** is in the name.

Change in seafood consumption in the past 2 years by generation:

Total **24%**

Gen Z **35%**

Millennial **28%**

Gen X **21%**

Boomer **14%**

24% of consumers are eating more seafood away from home than 2 yrs ago.

TOP 3 REASONS:

Healthier than other proteins **55%**

More serving good tasting fish/seafood **38%**

Trying to eat less beef, chicken, and/or pork **37%**

TOP 3 consumer reasons for ordering seafood

- 1** **84%** like the taste
- 2** **78%** just as filling as meat
- 3** **78%** healthier than meats like beef & pork

Source: "ASMI. Menu the Wild 2022"