CUSTOMER COUPON

VENDOR: 4625 & 7670 ~ GENERAL MILLS DRY & FROZEN

SECOND CHANCE BREAKFAST

Effective Dates: August 1, 2026 to November 30, 2026

Submission Deadline: December 30, 2026

Promotion Website Open: January 3, 2027 to January 31, 2027

Equipment is expected to ship to districts on or about March 2027.

IFD #	MFG #	Description	Pack
109603	31879000	Cereal Cheerios Apple Cinn WG Bowl Pack BA GF S/O	96/1 oz
105059	18446000	Cereal Blueberry Chex WG Bowl Pack BA	96/1 oz
66709	32262000	Cereal Cheerios WG Bowl Pack BA GF	96/1 oz
66657	38387000	Cereal Cinnamon Chex WG Bowl Pack GF BA	96/1 oz
66605	29444000	Cereal Cinnamon Toast Crunch 25% Less Sugar WG Bowl Pack BA	96/1 oz
66614	31888000	Cereal Cocoa Puffs 25% Less Sugar WG Bowl Pack BA	96/1.06 oz
66161	11768000	Cereal Frosted Corn Flakes WG Bowl Pack BA	96/1 oz
66690	11943000	Cereal Golden Grahams WG Bowl Pack BA	96/1 oz
105060	18447000	Cereal Cheerios Honey BA WG GF Bowl Pack	96/1 oz
66770	11942000	Cereal Kix WG Bowl Pack BA	96/.625 oz
110531	22488000	Cereal Lucky Charms 25% Less Sugar WG Bowl Pack BA	96/1 oz
66844	32263000	Cereal Cheerios Multi Grain WG Bowl Pack GF BA	96/1 oz
66825	31921000	Cereal Rice Chex WG Bowl Pack GF BA	96/1 oz
66639	31922000	Cereal Trix 25% Less Sugar WG Bowl Pack BA	96/1 oz
102280	17262000	Cereal Blueberry Chex WG Cup GF BA	60/2 oz
100291	14886000	Cereal Cinnamon Toast Crunch 25% Less Sugar WG Cup BA	60/2 oz
100290	14885000	Cereal Cocoa Puffs 25% Less Sugar WG Cup BA	60/2 oz
111242	23565000	Cereal Corn Flakes Frosted WG Cup BA	60/2 oz
105061	18448000	Cereal Cheerios Honey WG Cup GF BA	60/2 oz
110532	22489000	Cereal Lucky Charms 25% Less Sugar WG Cup BA	60/2 oz
106712	19567000	Cereal Trix 25% Less Sugar WG Cup BA	60/2 oz
27557	133686000	Mini Cinnis Cinnamon Pull-Apart Roll WG IW BA	72/2.29 oz

IFD FOODSERVICE DISTRIBUTOR
http://www.callifd.com
313 Hastings Place | Eau Claire, WI 54703
Phone: 800.873.0131

108348	113184000	Mini Cinnis Caramel Pull-Apart Roll WG IW BA	72/2.33 oz
111241	113925000	Breakfast Scrambler Tky Sausg, Egg, & Cheese WG IW BA	72/3.28 oz
110902	114245000	Pancake Puffs Mini Maple WG BA IW	72/2.59 oz
110903	114246000	Pancake Puffs Mini Strawberry WG BA IW	72/2.59 oz
110904	114182000	Muffin Blueberry WG BA IW	80/1.59 oz
110905	114183000	Muffin Chocolate Chip WG BA IW	80/1.59 oz
109358	113561000	Muffin Cinnamon Toast Crunch WG IW BA	40/3.1 oz
109549	113562000	Fruity Single Serve Muffin Pillsbury WG IW BA	40/3.1 oz
28387	138399000	Bagel Mini Cinnamon Creamy Cheese WG IW BA	72/2.43 oz
28386	138413000	Bagel Mini Strawberry Creamy Cheese WG IW BA	72/2.43 oz
28573	127851000	Frudel Cherry Filled Strudel WG IW BA	72/2.29 oz
28567	127852000	Frudel Apple Filled Strudel WG IW BA	72/2.29 oz
31019	132264000	Waffle Mini Blueberry Bash WG BA	72/2.47 oz
31014	132265000	Waffle Mini Maple Madness WG BA	72/2.47 oz
30422	137309000	French Toast Mini Cinnamon Toast Crunch WG BA	72/2.95 oz
28576	149978000	Crescent Grape Filled WG IW BA S/O	72/2.29 oz
28574	149979000	Crescent Chocolate Filled WG IW BA	72/2.29 oz
102240	17364000	Oatmeal Round Soft Banana Chocolate Chip BA WG IW Frozen	72/2.32 oz
102241	17365000	Oatmeal Round Soft Apple Cinnamon BA WG IW	72/2.32 oz
26038	110978000	Bar Cinnamon Toast Crunch Soft Filled WG IW BA	72/2.36 oz
102263	112317000	Pull Aparts Cheesy Italian Cheeses & Garlic WG IW BA	72/3.88 oz
28426	106236000	Biscuit Golden Buttermilk Easy Split Baked Frozen	120/2.25 oz
25830	106249000	Biscuit Dough Southern Style Easy Split 3.17oz Frozen	168/3.17 oz
28437	106283000	Biscuit Buttermilk Baked Frozen	120/2 oz
28495	106331000	Biscuit Dough Garlic & Cheddar Mini Frozen BA S/O	210/1.2 oz
103812	110752000	Biscuit Dough Southern Style Easy Split 2.51oz Frozen S/O	216/2.51 oz
28467	132271000	Biscuit Easy Split Baked WG BA	120/2 oz
25834	132272000	Biscuit Mini Baked WG BA	175/1 oz
111685	114346000	Cinnamon Roll Dough Freezer to Oven WG BA	200/1.45 oz
27570	111111000	Cinnamon Roll Dough Freezer-to-Oven WG BA	APX 94/2.87 oz
100807	111113000	Muffin Top Batter Blueberry Place & Bake WG BA	112/2.1 oz
100808	111114000	Muffin Top Batter Chocolate Chip Place & Bake WG BA	112/2.1 oz
66642	45576000	Cereal Bar Cinnamon Toast Crunch WG IW BA	96/1.42 oz
66636	45577000	Cereal Bar Cocoa Puffs BA WG IW	96/1.42 oz
66662	31913000	Cereal Bar Golden Grahams BA WG IW	96/1.42 oz
66674	31914000	Cereal Bar Team Cheerios Strawberry BA WG IW	96/1.42 oz
66677	31915000	Cereal Bar Trix WG IW BA	96/1.42 oz
102343	16854000	Cereal Bar Cinnamon Toast Crunch WG IW BA S/O	48/2.5 oz
26801	45566000	Bar Oatmeal Double Chocolate BA WG IW	144/1.24

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26814	45977000	Bar Oatmeal Chocolate Chip BA WG IW	144/1.24
26837	48255000	Snack Crisps Chocolate Chip BA WG	120/1.2 oz
26834	48256000	Snack Crisps Cinnamon WG BA	120/1.2 oz
67657	31529000	Muffin Mix Variety WG BA	6/5#

1 point/incremental case

In excess of the customer's baseline case purchases for the same product(s) during the previous year (August 1, 2025 through November 30, 2025)

Minimum:

Maximum: 500 points/district

Offer available for K12 only.

Tracking reports accepted

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313 Hastings Place | Eau Claire, WI 54703
Phone: 800.873.0131

General Mills
FOODSERVICE

GROW YOUR PARTICIPATION WITH SECOND CHANCE BREAKFAST

AUGUST 1, 2026 – NOVEMBER 30, 2026

- Earn points on incremental cases to redeem merchandisers for Second Chance Breakfast operations.
- At the end of the promotion, redeem points for merchandise on the promotion website.

EACH INCREMENTAL CASE = 1 POINT

LIMIT 500 POINTS PER DISTRICT

REDEEM POINTS FOR A VARIETY OF MERCHANDISE

AND MORE

See reverse side for submission details, terms, and conditions.

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A26806
FSP-MSO-33555

GENERAL MILLS FOODSERVICE SECOND CHANCE BREAKFAST REBATE FORM

School/School District*: _____ **School/District Enrollment:** _____

Contact Name*: _____ **Contact Email*:** _____

Street Address*: _____ **City/State/Zip*:** _____

Daytime Phone*: _____ **Sales Rep:** _____

*Required Fields

Distributor: _____

Instructions on how to participate:

1. Purchase incremental cases of qualifying product (listed below) between August 1, 2026, and November 30, 2026 **("Promotion Period").**
2. At the end of the Promotion Period complete this form for your school district.
3. At the end of the Promotion Period, the number of incremental cases shown on the offer form and supported by (a) distributor invoices or (b) distributor recaps showing incremental cases during the Promotion Period (August 1, 2026 through November 30, 2026) compared to the Prior Year Period (August 1, 2025 through November 30, 2025). This will determine the number of points available for redemption toward eligible equipment. Points may be redeemed for the recipient's selection from the "Second Chance Breakfast Merchandisers" offered by General Mills, subject to availability and the quantities designated by General Mills. Merchandise redemption will be administered through the Promotion website. Operators will be notified by email of their points available for redemption and granted access to the promotion website. The Promotion Website will open January 3, 2027, and close January 31, 2027. All redemptions through the Promotion Website must be complete by January 31, 2027.
4. If merchandise recipient is different from the contact name and address provided above, please enter the appropriate contact information on a separate page, including name, address, telephone number and email address.
5. Submit the completed form and attached recaps/invoices generalmillsfoodservice@reply4info.com or mail to: General Mills Foodservice, F27SCBP, PO Box 1003, Dexter, MN 55926.
6. Online submissions must be received by December 30th, 2026, and mail in submissions must be postmarked by December 30th, 2026.
7. See below for complete terms and conditions.

Terms and Conditions:

Eligibility: Offer valid only to K-12 Foodservice Districts.

Timing: Purchase incremental cases of qualifying product (listed below) between August 1, 2026, and November 30, 2026 ("Promotion Period").

Offer form must be submitted online or if sent by mail, postmarked by December 30, 2026.

Limitations: Limit of one (1) Second Chance Breakfast offer redemption per district. The maximum redemption is 500 points per district.

How to receive the offer:

During the Promotion Period, eligible K-12 foodservice districts may purchase incremental cases of the qualifying products listed below. Each incremental case purchased during the Promotion Period will earn one (1) point, up to a maximum of 500 points per district. At the end of the Promotion Period, the total number of incremental cases reflected on the completed offer form and supported by attached distributor invoices or recaps will determine the number of points available for redemption toward eligible equipment. "Incremental Cases" means the number of qualifying product cases purchased by a participating customer during the Promotion Period (August 1, 2026 through November 30, 2026) in excess of the customer's baseline case purchases for the same product(s) during the previous year (August 1, 2025 through November 30, 2025). Only purchases that exceed the established baseline will count as Incremental Cases for purposes of this promotion. To participate, complete the offer form in full and attach distributor invoices or recaps with purchases of qualifying products clearly circled or highlighted. Invoice documentation must include the General Mills code or brand name. Participants may submit the offer form and supporting documentation online for faster processing or mail in a completed offer form. After the offer form has been verified, General Mills Foodservice will notify operators by email of their points available for redemption and granted access to the Promotion Website. Equipment is expected to ship to districts on or about March 2027.

Distributor recaps must include distributor logo, valid purchase dates and operator name. District name on this form must match name on submitted invoice(s).

Handwritten invoices will not be accepted. No bulk or third-party submissions will be accepted. No post office boxes allowed, only street or rural route addresses are acceptable. This offer cannot be assigned or transferred. Offer good only in the U.S.A. and void where taxed, restricted, regulated, or prohibited by law. Requests which are non-conforming, duplicates, from outside the stated area, or from groups or organizations will not be honored or returned. This offer form may not be assigned, transferred, or sold (including, without limitation, via online auction sites). General Mills Foodservice is not responsible for lost, late or misdirected mail. Fraudulent requests could result in prosecution under federal mail fraud statutes. Equipment quantities may be limited. While supplies last. General Mills Foodservice reserves the right to substitute any offered equipment with another item of comparable or greater value, to audit request for payment, update, amend, or discontinue this offer at any time with or without prior notice to operators. Approximate retail value of each piece of equipment: $18.99 - $2,088.99. Equipment and/or points are not redeemable for cash.

MAIL COMPLETED FORM WITH PROOFS OF PURCHASE TO:

General Mills Foodservice
F27H1SCB
PO Box 1003, Dexter, MN 55926

Must be postmarked on or before: December 30, 2026

REDEEM ONLINE AT: fspromos4u.com/GeneralMills

Quick Access Code: F27H1SCB

*25% Less Sugar Lucky Charms™ compared to Original Lucky Charms™ has no reduction in calories. Sugar content has been reduced from 9g to 6g per serving (per 1 oz.); 25% Less Sugar Cocoa Puffs™ compared to Original Cocoa Puffs™ has no reduction in calories. Sugar content has been reduced from 10g to 6g per serving (per 1 oz.); 25% Less Sugar Trix™ compared to Original Trix™ has no reduction in calories. Sugar content has been reduced from 8g to 6g per serving (per 1 oz.); 25% Less Sugar Cinnamon Toast Crunch™ compared to Original Cinnamon Toast Crunch™ has no reduction in calories. Sugar content has been reduced from 8g to 6g per serving (per 1 oz.).

Cheerios™ Trix™ NATURE VALLEY™ Pillsbury™ cinnamon toast crunch™

General Mills FOODSERVICE

for customer service please contact
generalmillsfoodservice@reply-for-info
1-888-882-9860

A26806

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FSP-MSO-33555

Case Code	Distributor #	Qualifying Products	# of Incremental Cases Purchased
1 Grain Bowlpak Cereal			
31879000		Apple Cinnamon Cheerios™ 25% Less Sugar 1 Grain Bowlpak Cereal	
18446000		Blueberry Chex™ 1 Grain Bowlpak Cereal	
32262000		Cheerios™ 1 Grain Bowlpak Cereal	
38387000		Cinnamon Chex™ 1 Grain Bowlpak Cereal	
29444000		Cinnamon Toast Crunch™ 25% Less Sugar 1 Grain Bowlpak Cereal	
31888000		Cocoa Puffs 25% Less Sugar 1 Grain Bowlpak Cereal	
33213000		Corn Chex™ 1 Grain Bowlpak Cereal	
11968000		Country Corn Flakes 1 Grain Bowlpak Cereal	
11768000		Frosted Corn Flakes 1 Grain Bowlpak Cereal	
11943000		Golden Grahams™ 25% Less Sugar 1 Grain Bowlpak Cereal	
18447000		Honey Cheerios™ 1 Grain Bowlpak Cereal	
11942000		Kix™ 1 Grain Bowlpak Cereal	
22488000		Lucky Charms™ 25% Less Sugar 1 Grain Bowlpak Cereal	
32263000		Multigrain Cheerios™ 1 Grain Bowlpak Cereal	
31921000		Rice Chex™ 1 Grain Bowlpak Cereal	
12392000		Total Raisin Bran™ 1 Grain Bowlpak Cereal	
31922000		Trix™ 25% Less Sugar 1 Grain Bowlpak Cereal	
2 Grain Cup Cereal			
17262000		Blueberry Chex™ 2 Grain Cup Cereal	
14883000		Cinnamon Chex™ 2 Grain Cup Cereal	
14886000		Cinnamon Toast Crunch™ 25% Less Sugar 2 Grain Cup Cereal	
14885000		Cocoa Puffs™ 25% Less Sugar 2 Grain Cup Cereal	
23565000		Frosted Corn Flakes 2 Grain Cup Cereal	
18448000		Honey Cheerios™ 2 Grain Cup Cereal	
22489000		Lucky Charms™ 25% Less Sugar 2 Grain Cup Cereal	
19567000		Trix™ 25% Less Sugar 2 Grain Cup Cereal	
Bulk Cereal			
23132000		Nature Valley™ Cinnamon Granola 25% Less Sugar Bulk Cereal	
Frozen Meals			
133686000		Pillsbury™ Mini Cinnis Cinnamon	
113184000		Pillsbury™ Mini Cinnis Caramel	
113924000		Pillsbury™ Breakfast Scrambler Egg Cheese	
113925000		Pillsbury™ Breakfast Scrambler Egg Cheese Turkey Sausage	
114245000		Pillsbury™ Mini Pancake Puffs Maple	
114246000		Pillsbury™ Mini Pancake Puffs Strawberry	
114182000		Pillsbury™ Blueberry 1 Grain Muffin	
114183000		Pillsbury™ Chocolate Chip 1 Grain Muffin	
113561000		Cinnamon Toast Crunch™ 2 Grain Muffin (Pillsbury™ Cinnamon 2 Grain Muffin)	
113562000		Trix™ 2 Grain Muffin (Pillsbury™ Fruity 2 Grain Muffin)	
138399000		Pillsbury™ Mini Bagels Cinnamon Creamy Cheese	
138413000		Pillsbury™ Mini Bagels Strawberry Creamy Cheese	
127851000		Pillsbury™ Frudel Cherry	
127852000		Pillsbury™ Frudel Apple	
132264000		Pillsbury™ Mini Waffles Blueberry Bash	
132265000		Pillsbury™ Mini Waffles Maple Madness	
137308000		Pillsbury™ Triple Berry French Toast	
137309000		Pillsbury™ Cinnamon Rush French Toast	
149978000		Pillsbury™ Filled Crescent Grape	
149979000		Pillsbury™ Filled Crescent Chocolate	

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Case Code	Distributor #	Qualifying Products	# of Incremental Cases Purchased
17364000		Nature Valley™ Oatmeal Round Banana Chocolate Chip	
17365000		Nature Valley™ Oatmeal Round Apple Cinnamon	
110978000		Pillsbury™ Soft Filled Cinnamon Toast Crunch™ Bar	
112316000		Pillsbury™ Cheesy Pull-Aparts Southwest Queso	
112317000		Pillsbury™ Cheesy Pull-Aparts Italian Cheeses & Garlic	
Frozen Biscuits			
106235000		Pillsbury™ Baked Biscuits, Buttermilk (2.25 OZ)	
106236000		Pillsbury™ Baked Biscuits, Easy Split, Buttermilk (2.25 OZ)	
106237000		Pillsbury™ Baked Biscuits, Easy Split, Buttermilk (2.85 OZ)	
106249000		Pillsbury™ Biscuit Dough, Easy Split, Southern Style (3.17 OZ)	
106250000		Pillsbury™ Biscuit Dough, Southern Style (2.2 OZ)	
106252000		Pillsbury™ Biscuit Dough, Southern Style (2.2 OZ)	
106283000		Pillsbury™ Baked Biscuits, Buttermilk (2 OZ)	
106285000		Pillsbury™ Baked Biscuits, Southern Style (2 OZ)	
106331000		Pillsbury™ Biscuit Dough, Garlic Cheddar (1.2 OZ)	
106346000		Pillsbury™ Biscuit Dough, Easy Split, Southern Style (2.2 OZ)	
110752000		Pillsbury™ Biscuit Dough, Easy Split, Southern Style (2.51 OZ)	
131151000		Pillsbury™ Biscuit Dough, Southern Style Reduced Sodium (2.2 OZ)	
131524000		Pillsbury™ Biscuit Dough, Easy Split, Southern Style Reduced Sodium (2.2 OZ)	
132267000		Pillsbury™ Biscuit Dough, Whole Grain-Rich (2.51 OZ)	
132268000		Pillsbury™ Biscuit Dough, Easy Split, Whole Grain-Rich (2.51 OZ)	
132271000		Pillsbury™ Baked Biscuits, Easy Split, Whole Grain-Rich (2 OZ)	
132272000		Pillsbury™ Baked Biscuits, Whole Grain-Rich (1 OZ)	
132391000		Pillsbury™ Baked Biscuits, Buttermilk Reduced Sodium (2.25 OZ)	
Cinnamon Rolls			
114346000		Pillsbury™ Whole Grain-Rich Cinnamon Roll Dough (1.45 OZ)	
111111000		Pillsbury™ Whole Grain-Rich Cinnamon Roll Dough (2.87 OZ)	
Bulk Muffins			
111113000		Pillsbury™ Whole Grain-Rich Muffin Top Dough, Blueberry (2.1 OZ)	
111114000		Pillsbury™ Whole Grain-Rich Muffin Top, Chocolate Chip (2.1 OZ)	
Cereal Bars			
45576000		Cinnamon Toast Crunch™ 1 Grain Cereal Bar	
45577000		Cocoa Puffs™ 1 Grain Cereal Bar	
31913000		Golden Grahams™ 1 Grain Cereal Bar	
31914000		Team Cheerios™ 1 Grain Cereal Bar	
31915000		Trix™ 1 Grain Cereal Bar	
16854000		Cinnamon Toast Crunch™ 2 Grain Cereal Bar	
20688000		Cocoa Puffs™ 2 Grain Cereal Bar	
Snacks			
45566000		Betty Crocker™ Oatmeal Bar Double Chocolate	
45977000		Betty Crocker™ Oatmeal Bar Chocolate Chip	
48255000		Nature Valley™ Crisps Chocolate Chip	
48256000		Nature Valley™ Crisps Cinnamon	
Dry Mix			
31529000		Gold Medal™ Whole Grain Rich Variety Muffin Mix	
		Total Incremental Cases Purchased:	**0**

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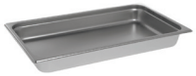
MERCHANDISE OPTIONS

Product & Dimensions	Points
Mobile Breakfast Cart - Small 36”L x 22”W x 69”H	70
Pan Carrier (1/2 Pan) 15 2/5”L x 13”W x 12 2/5”H	10
Insulated Milk Crate (Blue) 15L x 15W x 14H	30
Plastic Bin (Blue) 25”L x 16”W x 8 1/2”D	5
Plastic Bin (Red) 25”L x 16”W x 8 1/2”D	5
Insulated Milk Merchandiser 20 2/25”L x 20 2/25”W x 33”H	100

Product & Dimensions	Points
Sign for Mobile Breakfast Cart - Small (SIGN ONLY) 59.5L x 16W	25
Mobile Breakfast Cart - Large w/ Ice Bin 73”L x 26”W x 55 3/4”H	300
Sign for Mobile Breakfast Cart - Large (SIGN ONLY) 49L x 26H	30
Clear Cold Food Pan (13.7 Quart) 20 7/8”L x 12 4/5”W x 4”D	10
 Stainless Steel Pan (9 Quart) 20.75L x 12.75 W x 2.5 D	10

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