

# **POWER HOUSE**

**2022 OPERATOR PROGRAM**



**BASIC AMERICAN FOODS™**

# SCRATCH-QUALITY SIDES YOUR CUSTOMERS ASK FOR OVER & OVER AGAIN.

At Basic American Foods, we believe there's nothing better than a really great meal. And we know that what makes these meals so great are people like you who create them — in foodservice kitchens and dining rooms everywhere. That's why we work hard to give you everything you need to cook up amazing meals with foods made with real ingredients that are always easy to prepare, and deliver real value for your business.



crispy-but-not-too-crispy

## HASHBROWNS

- ▶ Perfectly crisp-on-the-outside, tender-on-the-inside, **every time**
- ▶ **3X More Convenient** – Faster grill time, higher yield and less storage
- ▶ No artificial colors or flavors, just **craveable taste your customers love**



"seconds-please"

## MASHED POTATOES

- A classic with options to satisfy every eater, every menu, and every operation
- ▶ **Scratch-quality potatoes**, that you can easily use in your own recipes
  - ▶ Fully flavored options deliver **savory taste in a flash**
  - ▶ **Lower sodium choices** so everyone can enjoy the comfort of a perfect side



oh-so-comforting

## CASSEROLES

- ▶ **50% less sodium** with 100% of the savory taste your customers know and love
- ▶ **Real food, real flavor**, with no artificial colors or flavors
- ▶ One-pan prep **your staff will love**



pack-a-nutritional-punch

## PLANT-BASED PROTEINS

- ▶ Legume based sides and more with **lower fat and cost** than many animal-based proteins
- ▶ **Authentic, simple ingredients**, with no preservatives or artificial color or flavors
- ▶ **Pasta!** Lentil Penne that delivers all the flavor of traditional pasta loaded with protein

# OPERATOR PROGRAM & ENROLLMENT

DESCRIPTION	SKU	PACK	RATE/CS
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<b>MASHED POTATOES</b>			
<b>Brilliant Beginnings®</b> <i>(Scratch quality potato base)</i>			
Mashed Potatoes	10630	6/26 oz	\$0.50
<b>Potato Pearls® Fully Flavored</b>			
EXCEL® Original Butter Mashed	76468	12/28 oz	\$1.25
	10056	1/40 lb	\$2.25
EXCEL® Creamy Butter Mashed w/ Skins	10040	12/27.16 oz	\$1.25
EXCEL® Redskin Mashed	10349	8/32.5 oz	\$1.00
EXCEL® Gold Mashed	10379	8/31.9 oz	\$0.75
Nature's Own Mashed	10169	10/29.3 oz	\$1.00
Country Style Mashed	81056	12/30.7 oz	\$1.25
Golden Extra Rich Mashed	53498	12/29.6 oz	\$1.00
	14110	6/3.7 lb	\$1.00
	70659	1/50 lb	\$2.50
Mashed Sweet Potatoes	10861	10/26.7 oz	\$1.00
<b>Potato Pearls® Lower Sodium</b>			
EXCEL® Original Butter Mashed - Reduced Sodium	10799	12/28 oz	\$1.25
Smart Servings™ Mashed w/Vit C - Low Sodium	10426	12/26.5 oz	\$1.25
Extra Rich Mashed - Low Sodium	81837	6/3.55 lb	\$1.00
<b>Value</b> <i>(High-volume preparation in a mixer)</i>			
Mashed Potatoes Complete w/Vit C - Low Sodium	10215	6/5.31 lb	\$0.25
Mashed Potatoes w/Vit C - Low Sodium	10217	6/5.75 lb	\$0.25

<b>HASHBROWNS</b>			
Russet Hashbrowns	10084	6/40.5 oz	\$2.00
Seasoned Hashbrowns	91291	6/37.5 oz	\$2.00
Redi-Shred® Hashbrowns - Low Sodium	71341	6/2.5 lb	\$2.00
Potato Pancake Mix	10017	6/24.27 oz	\$1.25

<b>CASSEROLES</b>			
Au Gratin Potato Casserole - Reduced Sodium	20922	6/2.25 lb	\$1.25
Scalloped Potato Casserole - Reduced Sodium	94595	6/2.25 lb	\$1.25
Shredded Potato Cheese Bake - Reduced Sodium	33787	6/34 oz	\$1.25

<b>LEGUMES - PLANT BASED PROTEIN</b>			
Vegetarian Refried Pinto Beans	54914	6/27.09 oz	\$0.75
Seasoned Vegetarian Refried Pinto Beans	10166	6/28.1 oz	\$0.75
Smart Servings™ Vegetarian Refried Pinto Beans - Low Sodium	10302	6/26.25 oz	\$0.75
EXCEL® Refried Pinto Beans - Smooth*	82948	6/29.77 oz	\$0.75
	11398	1/50 lb	\$2.50
Refried Pinto Beans*	67245	6/29.77 oz	\$0.75
Seasoned Vegetarian Black Beans	60045	6/26.9 oz	\$0.75
Quick-Start® Vegetarian Chili	10298	6/20.8 oz	\$0.75
Lentil Penne	10847	2/5 lb	\$0.25

\* Recipe includes lard

Earn rebates for every case of QUALIFYING\* Basic American Foods you purchase.

## ENROLLMENT STATUS

Add list of locations where applicable

Individual  Chain Component  Chain HQ

## BEGINNING EARNING PERIOD

Full Year  Phase 1  Phase 2  Seasonal – Any 3 month consecutive period

## HOW DO YOU DEFINE YOUR OPERATION?

- |  |   |
|--|---|
| <input type="checkbox"/> Business/ Industry  | <input type="checkbox"/> Casual Dining Restaurant |
| <input type="checkbox"/> College/ University | <input type="checkbox"/> Fine Dining Restaurant   |
| <input type="checkbox"/> School K-12         | <input type="checkbox"/> LSR/QSR                  |
| <input type="checkbox"/> Hospital            | <input type="checkbox"/> Nursing Home             |
| <input type="checkbox"/> Caterer/ club       | <input type="checkbox"/> Hotel/ Resort            |
| <input type="checkbox"/> Supermarket Deli    | <input type="checkbox"/> Casino/ Cruise           |

Other \_\_\_\_\_

## OPERATOR PROGRAM ENROLLMENT FORM

All information is required unless otherwise noted. Please print clearly. Completed forms must be forwarded to a Basic American Foods Sales Representative to complete the enrollment process.

Establishment Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Street Address (No P.O. Box) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

I do not want to be contacted by Basic American Foods about product/ trend information or special offers for Basic Rewards enrollees.

Primary Distributor \_\_\_\_\_ City \_\_\_\_\_

Secondary Distributor \_\_\_\_\_ City \_\_\_\_\_

## CUSTOMER ACCOUNT AGREEMENT

Authorized Foodservice Operator (signature) \_\_\_\_\_ Print Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

## BASIC AMERICAN FOODS AGREEMENT

Representative/Broker (signature) \_\_\_\_\_ Print Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Email Address \_\_\_\_\_ Region/Territory Name \_\_\_\_\_ Authorized BAF Broker Company Name \_\_\_\_\_

# TERMS & CONDITIONS

## ELIGIBILITY

This program offer applies to Foodservice Operators only. For annual enrollment in this program operators must sign and return the BAF Powerhouse Operator Program to their BAF representative within 90 days of the start of a performance period. The enrollment form will not be binding on Basic American Foods until signed by its authorized representative.

## 2022 ENROLLMENT DEADLINES

Performance Period	New Enrollments by
Phase 1—January 1—June 30, 2022	March 31, 2022
Phase 2—July 1—December 31, 2022	September 30, 2022

The minimum purchase requirement for participation in this program is 250 cases of eligible products annually.

BAF Powerhouse Operator Program funds will be earned on purchases of BAF list price business only and paid in the form of a rebate check payment to the enrollee. Operators receiving contract or bid pricing are not eligible for this program. Group Purchasing Organizations, or their members, are not eligible for this program.

Basic American Foods reserves the right to add or delete products from the eligible product list, revise or terminate this offer at any time.

## ENROLLMENT INSTRUCTIONS

Fill in form with all required information and appropriate signatures. Completed forms must be forwarded to a Basic American Foods Sales Representative to complete the enrollment process.

## ENROLLMENT

Operators can enroll in the program at one of the following levels:

**Individual Operator**—a single unit qualifying for minimum purchase eligibility.

**Chain Component**—a member of a chain, qualifying for minimum purchase eligibility based on all purchases of the members. Payment is made at the component level.

**Chain Headquarter**—multiple units of a chain qualifying for minimum purchase eligibility based on all purchases of member units. Payment is made at the chain headquarter level.

Chain headquarter location represents and warrants to Basic American Foods that it has the right to collect incentive monies earned by third party-owned locations (for example, franchise operations) and will indemnify and defend Basic American Foods in the event of an actual or alleged breach of representation and warranty.

Operators may be enrolled in only one Operator Trade program at a time. Multiple signups will invalidate participation in all Operator Trade programs for the promotional year.

## REDEMPTION INSTRUCTIONS

The following elements should be included in all claim submissions:

1. Proof of performance with sku level detail.
  - Accepted forms include: distributor tab runs, distributor invoices, or electronically generated proof of performance.
  - Proof of performance must clearly identify the purchase period dates, customer name and distributor name.
  - Handwritten invoices will not be accepted. Submissions that do not include accurate product descriptions and BAF sku codes will not be accepted.
2. Operator information: Name and complete address.

## SUBMISSION INSTRUCTIONS

Mail claim submission packet to:

**GoSimple**  
**Attn: Basic American Foods-**  
**Powerhouse Operator Program**  
**2520 N McMullen Booth Rd, Ste B #295**  
**Clearwater, FL 33761**

Or Email claim submission packet to: [Basic.american.foods@gosimple.me](mailto:Basic.american.foods@gosimple.me)

All BAF Powerhouse Operator Program submissions must be received within 90 days of the conclusion of the performance period or they will be treated as unearned and no payments will be required or made. Program submissions unresolved after 90 days from receipt due to inaccurate, unclear, or missing data will become ineligible for payment.

## 2022 SUBMISSION DEADLINES

Performance Period	Claims Postmarked by
Phase 1—January 1—June 30, 2022	September 30, 2022
Phase 2—July 1—December 31, 2022	March 31, 2023

No exceptions to this program, including allowance values, will be binding on Basic American Foods unless approved in writing by BAF's Corporate Tradespend Analyst.

Signature (operator custom) label products are excluded from this program. Distributor label products that are manufactured by Basic American Foods will be honored at the respective branded product rate. Not all BAF products are eligible for this program.