

Your feedback about the whole grain products you sampled will help our manufacturers improve and develop new products and help us to enhance the program.

Product Feedback Form

If we receive your feedback between November 9, 2009, and March 5, 2010, you will be entered in our **Feedback Appreciation Drawing** for special prizes. See Official Rules for details. Instructions for submitting your Feedback Form are provided on page 4.

Name _____	District Name _____
Title _____	Address _____
Phone _____	Email _____
City _____	State _____ Zip _____
Best Time To Contact You: <input type="radio"/> Fall <input type="radio"/> Spring <input type="radio"/> AM <input type="radio"/> PM Comments _____	



SUPERPRETZEL® 51% Whole Grain Soft Pretzels made with Ultragrain®	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)	
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)	
What two things did you like most? _____ _____ _____	
What, if anything, would you change? _____ _____	

READI-BAKE® BeneFIT® 51% White Wheat Dinner Roll Dough	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)	
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)	
What two things did you like most? _____ _____ _____	
What, if anything, would you change? _____ _____	

READI-BAKE® BeneFIT® 52% Whole Grain Biscuit Dough	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)	
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)	
What two things did you like most? _____ _____ _____	
What, if anything, would you change? _____ _____	

READI-BAKE® BeneFIT® 51% Whole Grain Double Chocolate Chip Cookie	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)	
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)	
What two things did you like most? _____ _____ _____	
What, if anything, would you change? _____ _____	



Pop-Tarts® One Serving of Whole Grain Toaster Pastries	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)	
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)	
What two things did you like most? _____ _____ _____	
What, if anything, would you change? _____ _____	

From morning rush to close®

The Max® Whole Grain Pancakes with Cinnamon Glaze	Not Received: <input type="radio"/>
<p>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)</p> <p>On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)</p> <p>What two things did you like most? _____</p> <p>_____</p> <p>_____</p> <p>What, if anything, would you change? _____</p> <p>_____</p>	



MaxStix® Whole Grain Cheese-Filled Breadsticks	Not Received: <input type="radio"/>
<p>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)</p> <p>On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)</p> <p>What two things did you like most? _____</p> <p>_____</p> <p>_____</p> <p>What, if anything, would you change? _____</p> <p>_____</p>	



Cheddar Goldfish® Made With Whole Grain	Not Received: <input type="radio"/>
<p>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)</p> <p>On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)</p> <p>What two things did you like most? _____</p> <p>_____</p> <p>_____</p> <p>What, if anything, would you change? _____</p> <p>_____</p>	

Hilltop Hearth® Pullman Loaf Made With Whole Grains	Not Received: <input type="radio"/>
<p>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)</p> <p>On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)</p> <p>What two things did you like most? _____</p> <p>_____</p> <p>_____</p> <p>What, if anything, would you change? _____</p> <p>_____</p>	



Hot Off The Grill™ Grilled Cheese Sandwich	Not Received: <input type="radio"/>
<p>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)</p> <p>On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)</p> <p>What two things did you like most? _____</p> <p>_____</p> <p>_____</p> <p>What, if anything, would you change? _____</p> <p>_____</p>	

Hot Off The Grill™ Cinnamon Toast	Not Received: <input type="radio"/>
<p>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)</p> <p>On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)</p> <p>What two things did you like most? _____</p> <p>_____</p> <p>_____</p> <p>What, if anything, would you change? _____</p> <p>_____</p>	



Ultra® Very Berry Whole Wheat Muffin	Not Received: <input type="radio"/>
<p>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)</p> <p>On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)</p> <p>What two things did you like most? _____</p> <p>_____</p> <p>_____</p> <p>What, if anything, would you change? _____</p> <p>_____</p>	

Ultra® Dreamy Orange Whole Wheat Mini Loaf	Not Received: <input type="radio"/>
<p>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)</p> <p>On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)</p> <p>What two things did you like most? _____</p> <p>_____</p> <p>_____</p> <p>What, if anything, would you change? _____</p> <p>_____</p>	



Toasted, Sweetened Sustagrain® Flakes **Not Received:** ☐

On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)

On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)

What two things did you like most? _____

What, if anything, would you change? _____

Sustagrain® Fine Flour & Quick Flakes **Not Received:** ☐

On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)

On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)

What two things did you like most? _____

What, if anything, would you change? _____

Ultragrain® Flour Sampler Pack **Not Received:** ☐

On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)

On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)

What two things did you like most? _____

What, if anything, would you change? _____

51% Ultragrain Macaroni Noodles **Not Received:** ☐

On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)

On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)

What two things did you like most? _____

What, if anything, would you change? _____



Domino's Pizza Smart Slide **Not Received:** ☐

On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction: (1) (2) (3) (4) (5)

On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: (1) (2) (3) (4) (5)

What two things did you like most? _____

What, if anything, would you change? _____

Additional Comments & Suggestions

What other whole grain products would you like to see developed?

Are there other products that you are currently using that you would like to see reformulated with Sustagrain and/or Ultragrain? Please be specific:

Product Name

Manufacturer

Please give us feedback on the SuperKids program in general.

Your Foodservice Distributors and Brokers

Distributor/Broker 1 Check one: ☐ Foodservice Distributor ☐ Broker

Company Name _____

Company Address _____

Rep Name _____

City _____ State _____ Zip _____

Phone _____ Email _____

Distributor/Broker 2 Check one: ☐ Foodservice Distributor ☐ Broker

Company Name _____

Company Address _____

Rep Name _____

City _____ State _____ Zip _____

Phone _____ Email _____

Feedback Appreciation Drawing Official Sweepstakes Rules

Official Sweepstakes Rules

How To Enter: No purchase necessary. One entry per school district. ConAgra Mills ("Sponsor") is not responsible for lost, late or misdirected assessments not received in time for the random drawing.

Prizes

- TWO (2) First Place Prizes – \$1,000 for travel expenses and registration fees for SNA or other foodservice show in 2010.
- THREE (3) Second Place Prizes – Three "OrganWise Guys Foods of the Month Club Kits," which you can use as a nutrition education resource for K – 6 (\$885 value).
- FIVE (5) Third Place Prizes – A \$200 gift card from your choice of Wal-Mart, Target, Apple, LearningZoneXpress, or the OrganWise Guys.
- TEN (10) Fourth Place Prizes – A \$100 gift card from your choice of Wal-Mart, Target, Apple, LearningZoneXpress, or the OrganWise Guys.
- THIRTY-THREE (33) Fifth Place Prizes – Missy Lapine's Sneaky Chef paperback (\$16 value).

You
Could Win
**\$1,000 for
Travel
Expenses***

** IFT, SNA or Other Foodservice
Show in 2010*

By acceptance of prize, winner agrees to use of name and/or likeness for advertising and promotional purposes without additional compensation, unless prohibited by law. No prize transfers. If prize is unavailable, a prize of equal or greater value will be substituted, at discretion of Sponsor. Winners may not elect to exchange the travel and accommodations award, or the OrganWise Guys award for their cash equivalent value.

Eligibility: Only foodservice professionals who have sampled products within the SuperKids Whole Grain Sampling Program (2010) are eligible. Employees and families of ConAgra Mills and participating food manufacturers, their subsidiaries or affiliated companies are not eligible. Void where prohibited or restricted by employer's policy. Participants must comply with their own school district's policy and/or directives regarding prize acceptance and must be employed by the school district at program's end. All federal, state and local laws apply.

Drawing: A random drawing will be held on March 8, 2010, by Sales Development Associates, the official sweepstakes administrator. Odds of winning will depend on the number of assessments received. You will be required to sign a Winner's Affidavit and Release within ten business days of attempted delivery or the award will be forfeited. Winners will be notified by mail/phone. All taxes are the sole responsibility of winners. The decisions of Sponsor are final in all matters relating to this sweepstakes.

Winners' List: Will be announced.

Submission Guidelines

Provide feedback for each product you received to be eligible for the **Feedback Appreciation Drawing**. Your feedback form must be received between November 9, 2009, and March 5, 2010.

After you complete your feedback form, fax or mail both sides to the fax number or address shown below. You can also give us your feedback online at www.SuperKidsSampling.com. To do so, follow the steps below.

Fax To: (314) 862-8829

Mail To: SuperKids Headquarters
P.O. Box 16170
St. Louis, MO 63105-9713

For Assistance: Toll Free: (877) 862-8828
melissac@sdaatl.com

To Complete Your Assessment Online:

1. Go to **www.SuperKidsSampling.com**.
2. Click **Login**. You will be prompted to enter a user name and password.
3. For user name, type the same email address you provided on your SuperKids Order Form.
4. For password, type **superkids**. You will be prompted to change your password.
5. Go to the **Assess** tab and click **Begin Online Assessment**