Product Feedback Form

Your feedback about the Ultragrain® and Sustagrain® products you sampled helps manufacturers understand your needs and allows us to improve the program.

If we receive your feedback between November 14, 2011, and March 9, 2012, you will be entered in our Feedback Appreciation Drawing for special prizes. See Offical Rules for details. Instructions for submitting your Feedback Form are provided on page 5.



Name		_Title	
Phone		E-mail	
Address			
City		StateZip	
Best Time To Contact: Fall Spring	AM	PM	
Comments:			
ELATE CALL		Comfort Cake	
Ultragrain [®] Tortillas	Not Received:	7" Par-Baked, 52% White Whole Wheat Pizza Crusts	Not Received:
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345	On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345	On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345
What two things did you like most?		What two things did you like most?	
What, if anything, would you change?		What, if anything, would you change?	





SMART Cookies	Not Received:	Dom
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345	On a
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345	On a intere
What two things did you like most?		What
What, if anything, would you change?		What

Domino's Pizza® Smart Slice	Not Received:
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345
What two things did you like most?	
What, if anything, would you change?	
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Healthy Choice® All-Purpose Blend T-1	Not Received:	Healthy Choice® All-Purpose Blend T-2	Not Received:
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345	On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345	On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345
What two things did you like most?		What two things did you like most?	
What, if anything, would you change?		What, if anything, would you change?	

Ultragrain [®] Hard	Not Received:
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345
What two things did you like most?	
What, if anything, would you change?	

Ultragrain® Soft	Not Received:
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345
What two things did you like most?	
What, if anything, would you change?	

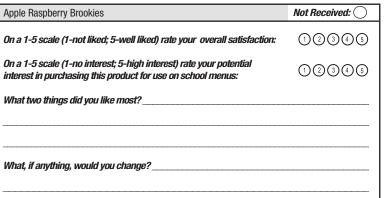
Sustagrain® Flour	Not Received:
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345
What two things did you like most?	
What, if anything, would you change?	

Sustagrain® Flakes	Not Received:
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345
What two things did you like most?	
What, if anything, would you change?	



Mixed Berry Brookies	Not Received:	Orange Cranberry Brookies	Not Received:
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	00345	On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	02345	On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345
What two things did you like most?		What two things did you like most?	
What, if anything, would you change?		What, if anything, would you change?	
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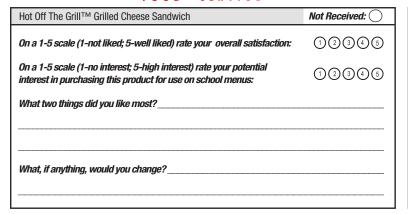


White Pullman made with Whole Grains	Not Received:	
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345	
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345	
What two things did you like most?		
What, if anything, would you change?		

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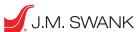
Hot Off The Grill™ BBQ Chicken Quesadillas	Not Received:
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345
What two things did you like most?	
What, if anything, would you change?	
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Hot Off The Grill™ Southwest Veggie Quesdillas	Not Received:
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345
What two things did you like most?	
What, if anything, would you change?	



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Ultragrain Pasta™	Not Received:				
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345				
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345				
What two things did you like most?					
What, if anything, would you change? What pasta shapes do you prefer?					



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Apple Cinnamon Instant Hot Cereal	Not Received:	Maple Toffee Instant Hot Cereal	Not Received:		
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345	On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345		
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: What two things did you like most?	00345	On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: What two things did you like most?	12346		
What, if anything, would you change?		What, if anything, would you change?			
Rical busy of months. Bringing our focus to your business:		PEPPERIDGE FARM	_		
Pop-Tart® Toaster Pastry Made With Whole Grain Frosted Strawberry	Not Received:	Cheddar Goldfish [®] Made With Whole Grain	Not Received:		
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345	On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	12345		
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345	On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus:	12345		
What two things did you like most?		What two things did you like most?			
What, if anything, would you change?		What, if anything, would you change?			
Additional Comments & Suggestion What other whole grain products would you like to see develope		Are there other products that you are currently using that you we reformulated with Sustagrain® and/or Ultragrain®? Please be sponger of the product Name Manufact	ecific:		
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			
		- City State Zip_			
Dhana		,			

Feedback Appreciation Drawing Official Sweepstakes Rules

Prizes Available...
Five \$200.00 Gift Cards
Ten \$100.00 Gift Cards

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

Prizes

- 1. FIVE (5) First Place Prizes--\$200 Gift Card from your choice of Wal-Mart, Target, Learning ZoneXpress, or The OrganWise Guys
- 2. TEN (10) Second Place Prizes--\$100 Gift Card from your choice of Wal-Mart, Target, Learning ZoneXpress, or The OrganWise Guys

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 gift card award for their cash equivalent value.

Eligibility: Only foodservice professionals who have sampled products within the SuperKids Whole Grain Sampling Program (2012) 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 the week of March 16, 2012, 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 14, 2011, and March 9, 2012.

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 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@sdastl.com

To Complete Your Assessment Online:

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



