

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 Official Rules for details. Instructions for submitting your Feedback Form are provided on page 5.



Name _____ Title _____

Phone _____ E-mail _____

Address _____

City _____ State _____ Zip _____

Best Time To Contact: ☐ Fall ☐ Spring ☐ AM ☐ PM

Comments: _____



Ultragrain® Tortillas	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? _____	



7" Par-Baked, 52% White Whole Wheat Pizza Crusts	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? _____	



SMART Cookies	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? _____	



Domino's Pizza® Smart Slice	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? _____	



Healthy Choice® All-Purpose Blend T-1	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most?	
What, if anything, would you change?	

Healthy Choice® All-Purpose Blend T-2	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most?	
What, if anything, would you change?	

Ultragrain® Hard	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most?	
What, if anything, would you change?	

Ultragrain® Soft	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most?	
What, if anything, would you change?	

Sustagrain® Flour	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most?	
What, if anything, would you change?	

Sustagrain® Flakes	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most?	
What, if anything, would you change?	



Mixed Berry Brookies	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most? _____	

What, if anything, would you change? _____	



Apple Raspberry Brookies	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most? _____	

What, if anything, would you change? _____	

Orange Cranberry Brookies	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most? _____	

What, if anything, would you change? _____	



Flowers Bakeries
FOODSERVICE



White Pullman made with Whole Grains	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most? _____	

What, if anything, would you change? _____	

integrated
FOOD SERVICE

Hot Off The Grill™ BBQ Chicken Quesadillas	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most? _____	

What, if anything, would you change? _____	


integrated
FOOD SERVICE

Hot Off The Grill™ Grilled Cheese Sandwich	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most? _____	

What, if anything, would you change? _____	

Hot Off The Grill™ Southwest Veggie Quesadillas	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most? _____	

What, if anything, would you change? _____	

 **J.M. SWANK**

Ultragrain Pasta™	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 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:	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
What two things did you like most? _____	

What, if anything, would you change? _____	

What pasta shapes do you prefer? _____	

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

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



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



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

Additional Comments & Suggestions

<p><i>What other whole grain products would you like to see developed?</i></p>
--

<p><i>Are there other products that you are currently using that you would like to see reformulated with Sustagrain® and/or Ultragrain®? Please be specific:</i></p>	
Product Name	Manufacturer

Please give us feedback on the SuperKids program in general.

Your Foodservice Distributors and Brokers

<p>Distributor/Broker 1 Check one: <input type="radio"/> Foodservice Distributor <input type="radio"/> Broker</p>			
Company Name _____		Company Address _____	
Rep Name _____	City _____	State _____	Zip _____
Phone _____	Email _____		
<p>Distributor/Broker 2 Check one: <input type="radio"/> Foodservice Distributor <input type="radio"/> Broker</p>			
Company Name _____		Company Address _____	
Rep Name _____	City _____	State _____	Zip _____
Phone _____	Email _____		

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.
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**

