

Product Feedback Form

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.

If we receive your feedback between February 1, 2011, and March 25, 2011, 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 3.



Name _____ District Name _____
 Title _____ Address _____
 Phone _____ Email _____ City _____ State _____ Zip _____
 Best Time To Contact You: ☐ 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? _____ _____ _____	

16" 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? _____ _____ _____	



Ultragrain® Flour Sampler Pack	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? _____ _____ _____	

Sustagrain® Flour & Flakes	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? _____ _____ _____	



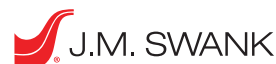
Hot Off The Grill™ Grilled Cheese Sandwich	Not Received: <input type="radio"/>
On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:	(1) (2) (3) (4) (5)
On a 1-5 scale (1-no interest; 5-high interest) rate your potential interest in purchasing this product for use on school menus: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

Hot Off The Grill™ Cinnamon Toast	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"/>
<i>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:</i>	
	(1) (2) (3) (4) (5)
<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>	
	(1) (2) (3) (4) (5)
<i>What two things did you like most?</i> _____	

<i>What, if anything, would you change?</i> _____	



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

<i>What, if anything, would you change?</i> _____	

<i>What pasta shapes do you prefer?</i> _____	



One Serving of Whole Grain Frosted Strawberry Pop-Tarts®	Not Received: <input type="radio"/>
<i>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:</i>	
	(1) (2) (3) (4) (5)
<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>	
	(1) (2) (3) (4) (5)
<i>What two things did you like most?</i> _____	

<i>What, if anything, would you change?</i> _____	



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

<i>What, if anything, would you change?</i> _____	



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

<i>What, if anything, would you change?</i> _____	

ULTRA DOG® Turkey Sausage Breakfast Link	Not Received: <input type="radio"/>
<i>On a 1-5 scale (1-not liked; 5-well liked) rate your overall satisfaction:</i>	
	(1) (2) (3) (4) (5)
<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>	
	(1) (2) (3) (4) (5)
<i>What two things did you like most?</i> _____	

<i>What, if anything, would you change?</i> _____	

Additional Comments & Suggestions

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

<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>	
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

Prizes Available...
Five \$200.00 Gift Cards
Seven \$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. SEVEN (7) 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 (2011) 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 28, 2011, 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 February 1, 2011, and March 25, 2011.

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@sdaatl.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**