

LOOKING FOR AN EASY WAY TO ADD VARIETY  
TO YOUR DESSERT MENU?



**DESSERT  
ME**



GET SWEET **RECIPES** AND A CHANCE  
FOR YOUR STUDENTS TO **WIN** \$100 IN THE  
**DESSERT ME** SWEEPSTAKES!



success made simple™

# LET YOUR STUDENTS HAVE THEIR CAKE AND A CHANCE TO WIN, TOO!

The **"DESSERT ME" SWEEPSTAKES** is a creative promotion for both you and your students! **Five lucky student winners** will each receive a **\$100 gift card**. Plus, it will create excitement and attract attention to your dining program!



## HERE'S HOW IT WORKS:

- **SIGN UP** with your General Mills salesperson
- **RECEIVE** your promotional kit, which includes everything you need to bring the Dessert Me experience to your students:
  - 2 Posters: (8.5" x 11") and (11" x 17")
  - 2 Table tents
  - **1 Dessert recipe booklet**
  - Web banner
- **GET THE WORD OUT** by displaying all of the Dessert Me promotional materials.
- **PROMOTE** the Dessert Me Sweepstakes during any thirty-day window between March 1 and April 30, 2012.
- **STUDENTS** upload photos eating cake or cupcakes in your dining hall for an entry into the Dessert Me Sweepstakes.



Posters



Table Tents



Recipe Book

## BENEFITS FOR YOU AND YOUR STUDENTS

- Creates an event that will **draw attention** to your dining program.
- Provides your students with a chance to win: five students will each win a **\$100 gift card**.
- Each participating operator will receive one entry into an operator sweepstakes for a chance to win a **Gold Medal® Gift Pack!**

**CONSUMER:** NO PURCHASE NECESSARY. MANY WILL ENTER, FEW WILL WIN. Open only to legal U.S. residents, 18 years of age or older, who are enrolled full time as a student at an accredited college or university. To be considered a full time student of an accredited college or university, you must be enrolled in a minimum of twelve (12) credits at the time of entry. Void where prohibited. Starts 3/1/12 and ends 4/30/12. For Official Rules, including odds and prize descriptions, or to enter, go to [www.dessertmesweepstakes.com](http://www.dessertmesweepstakes.com) and complete an Entry as directed. Sponsored by General Mills Sales, Inc.

**OPERATOR:** NO PURCHASE NECESSARY. MANY WILL ENTER, FEW WILL WIN. Sweepstakes is open to Street Foodservice Operators who are legal U.S. or District of Columbia residents, 21 years or older. Void where prohibited. Starts 3/1/12 and ends 4/30/12. For Official Rules, including odds and prize descriptions, go to [www.dessertmesweepstakes.com](http://www.dessertmesweepstakes.com). Sponsored by General Mills Sales, Inc.



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