

Think...CHILI
Think...Comfort Food
Think...Easy
Think...
SAVINGS!



SAVE UP TO \$250!
Valid for new product sales only (see below for details)

SEND TO:

Whitey's Comfort Chili Promotion 2023
Coupon Redemption Center
P. O. Box 552
Traverse City, MI 49685-0552

Attach copy of invoice or velocity report when sending in this form.

Offer valid from 9/1/23 – 3/31/24

ITEM	DESCRIPTION	PACK SIZE	SAVINGS
48358	Chipotle Garden Vegetable Chili	4/5lb bag	\$6 per case
48359	Beef Chili (with beans)	4/5lb bag	\$5 per case
48360	Chicken Chili (with beans)	4/5lb bag	\$5 per case
48365	Jalapeño Beef Chili (without beans)	4/5lb bag	\$6 per case

Operation Name: _____ Phone: _____

Contact Name: _____ Title: _____ E-mail: _____

Address: _____ City: _____ State: _____ Zip: _____

Mail to if different (P.O. Box): _____

Distributor: _____ Distributor Sales Rep: _____

Broker Company: _____ Broker Rep: _____ AFNA Rep: _____

TYPE OF ESTABLISHMENT (check one)

- | | | |
|--|---|--|
| <input type="radio"/> Quick Service | <input type="radio"/> Deli | <input type="radio"/> Caterer |
| <input type="radio"/> Fast Casual | <input type="radio"/> Retail | <input type="radio"/> Cafeteria |
| <input type="radio"/> Midscale/Family Dining | <input type="radio"/> Bakery | <input type="radio"/> Hospital |
| <input type="radio"/> Casual Dining | <input type="radio"/> Convenience Store | <input type="radio"/> Nursing Home |
| <input type="radio"/> Fine Dining | <input type="radio"/> Hotel | <input type="radio"/> Correctional Institution |
| <input type="radio"/> Bar/Gastro Pub | <input type="radio"/> Entertainment | <input type="radio"/> B&I |

KEY CONCEPT OR THEME (check one)

- | | |
|--|------------------------------------|
| <input type="radio"/> Mexican | <input type="radio"/> Seafood |
| <input type="radio"/> Italian | <input type="radio"/> Other: _____ |
| <input type="radio"/> Asian | |
| <input type="radio"/> Traditional American | |
| <input type="radio"/> Steak House | |
| <input type="radio"/> Pizza | |

☐ I am directly responsible for food purchasing. ☐ I will make a recommendation to the person who is directly responsible for purchasing

Whitey's Comfort Chili promotion is valid for the four items shown above with discounts listed per case. Maximum reimbursement is \$250 per location. Proof of purchase includes distributor invoices or velocity reports (velocity reports must include distributor name, location, address, number of cases, purchase price, operator name and address, invoice numbers and purchase dates). Any combination of the products shown above is allowed, with reimbursed cases calculated on the least expensive qualifying products. Offer valid from 9/1/23– 3/31/24. Only one redemption per operator location during the promotional period allowed. Chains or affiliated groups must participate on an individual basis. May not be combined with any other promotion or offer. This offer is not valid on cases for resale. Distributors may not redeem for operators. Coupon void where taxed, prohibited or restricted. Valid in the USA only. Please allow 4-6 weeks for processing. Claims must be postmarked by 4/30/24. New product sales is defined as product not purchased in the last 12 months.

Eat Well, Live Well.



COMFORT FOOD
MADE EASY

RECIPES



JALAPEÑO CHILI SHEPHERD'S PIE

Flaky puff pastry topped with Whitey's Jalapeño Beef Chili, mashed potatoes and cheddar cheese, baked until golden and garnished with sliced scallions.

Yield: 15 Servings

INGREDIENTS:

- 1 – 5lb. Bag Whitey's Jalapeño Beef Chili [#48365], Prepared According to Package Directions
- 5 Each Puff Pastry Sheet
- 15 Cups Mashed Potatoes, Prepared & Divided
- 2 ½ Cups Cheddar Cheese, Shredded
- Garnish Scallions, Sliced

DIRECTIONS:

1. Preheat an oven to 425°F.
2. Cut each puff pastry sheet into 6 equal size pieces and place them into a greased muffin pan.
3. Bake the puff pastry for about 10 minutes, or until it starts to brown.
4. Pour an even amount of Whitey's Jalapeño Beef Chili into each cup and top with the mashed potatoes.
5. Top with the cheddar cheese and broil for 3-4 minutes, or until it is golden brown.
6. Garnish with scallions.



CHIPOTLE VEGETABLE CHILI STUFFED PEPPERS

Tri-color bell peppers stuffed with Whitey's Chipotle Garden Vegetable Chili and white rice, baked until charred and garnished with chopped cilantro.

Yield: 16 Servings

INGREDIENTS:

- 1 – 5lb. Bag Whitey's Chipotle Garden Vegetable Chili [#48358], Prepared According to Package Directions
- 8 Cups White Rice, Prepared
- 16 Each Tri-Color Bell Peppers, Stem & Seeds Removed
- Garnish Cilantro, Chopped

DIRECTIONS:

1. Preheat an oven to 400°F.
2. Fold the white rice into the Whitey's Chipotle Garden Vegetable Chili.
3. Pour an even amount of the chili mixture into each bell pepper, then place them in a baking dish.
4. Bake for 18-20 minutes, or until the peppers are softened.
5. Garnish with cilantro.

\$6 OFF
per case



**Chipotle Garden
Vegetable Chili**

Item Code:
48358

\$5 OFF
per case



Beef Chili
(with beans)

Item Code:
48359

\$5 OFF
per case



Chicken Chili
(with beans)

Item Code:
48360

\$6 OFF
per case



Jalapeño Beef Chili
(without beans)

Item Code:
48365

Whitey's™