



# 2021-2022 Back-To-School Promotion

★ Aug. 2nd through Nov. 26th, 2021 ★

EARN **Double Cool School Points**  
WHEN YOU MENU ANY VARIETY OF PRODUCTS **3 times**

## BONUS OFFERING!

EARN **10,000 Cool School Points**  
WHEN YOU MENU ANY VARIETY OF PRODUCTS **5+ times**

SUPERPRETZEL®  
51% WHOLE  
GRAIN 2.2 OZ  
SOFT PRETZEL IW



READI-BAKE® BENEFIT®  
GOURMET SPICED KEY  
LIME COOKIES

READI-BAKE® BENEFIT®  
BARS AND MINI BARS,  
CELEBRATION AND  
CHOCOLATE CREME  
CHIP FLAVORS



SUPERPRETZEL®  
51% WHOLE GRAIN  
SOFT PRETZEL STICKS



SHAPE-UPS®  
CELEBRATION  
SWIRL CUP

## Qualifying Steps

### Step 1

PURCHASE AND MENU THE FEATURED PRODUCTS BETWEEN AUGUST 2<sup>ND</sup> - NOV. 26<sup>TH</sup>, 2021

### Step 2

SEND URL LINK OF YOUR MENU TO [SUPPORT@COOLSCHOOLCAFE.COM](mailto:SUPPORT@COOLSCHOOLCAFE.COM) WITH YOUR DISTRIBUTOR INVOICE OR VELOCITY REPORT BY DECEMBER 31<sup>ST</sup>, 2021!  
OPTION: SUBMIT YOUR MENU WITH YOUR DISTRIBUTOR INVOICE OR VELOCITY REPORTS VIA MAIL TO:  
COOL SCHOOL CAFE, PO BOX 535 BECKER, MN 55308

### Step 3

RECEIVE YOUR COOL SCHOOL POINTS!



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# The **TASTIEST** way to start the **SCHOOL YEAR!**

★ August 2nd - November 26th, 2021 ★

Product Code	Product Description	Size/Pack	Credible Grains
<b>SUPERPRETZEL® Soft Pretzels</b>			
30110	51% WG Regular Size Baked Pretzels	2.2 oz. / 100	2
30410	51% WG Regular Size Baked Pretzels (I/W)	2.2 oz. / 100	2
30120	51% WG Regular Size Baked Pretzels (Sleeve Pack 10/12's)	2.2 oz. / 120	2
30113	51% WG Mini Baked Pretzels	1 oz. / 200	1
30131	51% WG Mini Baked Pretzels I/W	1 oz. / 200	1
31012	51% WG Soft Pretzel Rods	1 oz. / 180	1
30185	51% WG Soft Pretzel Nuggets	0.5 oz. / 330	1/2
32155	51% WG Philadelphia-Style Soft Pretzels	3 oz. / 75	3
31190	51% Whole Grain Junior Cheese I/W	3.3 oz. / 50	2 3/4
30115	NEW! 51% Whole Grain Soft Pretzel Sticks	0.33 oz. / 381 ct.	2
<b>READI-BAKE® BeneFIT Breakfast Bars</b>			
40408	NEW! Chocolate Cream Chip	2.5 oz. / 48	2
40409	NEW! Celebration	2.5 oz. / 48	2
40457	NEW! Chocolate Cream Chip (Mini)	1.25 oz./96	1
40458	NEW! Celebration (Mini)	1.25 oz./96	1
<b>BAVARIAN BAKERY® Pretzel Rolls</b>			
7051	51% Whole Grain Pretzel Roll (Sliced)	2.2 oz. / 120	2
7054	51% Whole Grain Pretzel Bun (Sliced)	2.7 oz. / 108	2 1/2
9545	51% Whole Grain Pretzel Stick	2.0 oz / 72	2
9546	51% Whole Grain Pretzel Hot Dog Bun	2.6 oz / 72	2 1/2
9549	51% Whole Grain Dinner Roll	2.2 oz / 100	2
9552	51% Whole Grain Soft Pretzel Roll (Bulk)	2.2 oz / 90	2
9553	NEW! 51% Whole Grain Bavarian Style Nuggets	0.5 oz / 256	1/2
9554	NEW! 51% Whole Grain Bavarian Style Pretzel Twist	2.2 oz / 100	2
9555	NEW! 51% Whole Grain Bavarian Style Pretzel Twist I/W	2.2 oz / 100	2
<b>READI-BAKE® Benefit 51% Whole Grain Themed Cookies</b>			
74226	Football Shaped Cookie	1.2 oz. / 144	3/4
74221	Harvest/Leaves Shaped Cookie	1.2 oz. / 144	3/4
<b>DUTCH WAFFLE® 51% Whole grain</b>			
4521	Dutch Waffle®	5" / 48	2
4522	51% Whole Grain Waffle Sticks	4" / ~600	2
70983	Window Sleeve (Dimensions: 9" x 1.5" x 10")	1,000 ct.	
<b>READI-BAKE® 51% Whole Grains Pre-packaged Grahams &amp; Crackers</b>			
56080	Belly Bears Cinnamon Graham Crackers	2 oz. / 100	2
56079	Jungle Crackers	2 oz. / 100	2
<b>READI-BAKE® Benefit® Spiced Cookies</b>			
14409	Gourmet Mayan Hot Chocolate with Caramel Pieces	1.85 oz. / 192	1
14410	Gourmet Spiced Key Lime with White Chocolate Chips	1.85 oz. / 192	1
14411	Gourmet Sweet Heat Oatmeal Cranberry	1.85 oz. / 192	1 1/4

Product Code	Product Description	Size/Pack	Fruit Comp.
<b>WHOLE FRUIT® Premium Frozen Juice Cup - 100% Juice, 3g Fiber, 100% Vitamin C</b>			
23060020	Orange Pineapple / Cherry Swirl	4.4 fl oz. / 96	1/2 cup
23060000	Wild Cherry	4.4 fl oz. / 96	1/2 cup
23060030	Mango / Strawberry Pom Swirl	4.4 fl oz. / 96	1/2 cup
<b>LUIGI'S® 100% Frozen Juice Sorbet</b>			
48445	Kiwi/Strawberry Swirl	4.4 fl oz. / 96	1/2 cup
48446	Cherry/Blue Raspberry Swirl	4.4 fl oz. / 96	1/2 cup
<b>LUIGI'S® Sours Frozen 100% Juice Sorbet</b>			
48450	Sour Watermelon	4.4 fl oz. / 96	1/2 cup
<b>SHAPE UPS® 100% Frozen Juice Themed Cups</b>			
41503	Pumpkin / Fall (Orange/Lime Swirl)	4.4 fl oz. / 96	1/2 cup
41507	Sports (Strawberry/Lemonade)	4.4 fl oz. / 96	1/2 cup
41506	Birthday/Celebration (Cherry/Lemon)	4.4 fl oz. / 96	1/2 cup
41511	Patriotic (Cherry)	4.4 fl oz. / 96	1/2 cup

## National School Lunch Week

★ Oct. 11-15<sup>th</sup>, 2021 ★



-Valid on qualifying products featured on menus between August 2nd - November 26th, 2021

-To participate, mail purchase verification in the form of a distributor invoice or velocity report and menu showing occasion served to:  
Cool School Cafe, PO Box 535 Becker, MN 55308  
or submit via email to: Support@CoolSchoolCafe.com.  
Purchase verification must be postmarked by January 3, 2022.



www.jjsnackfoodservice.com • 800-486-9533



MAY 2021