

VOLUME: #1 SALES

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# ITW Food Machines



## SALES BULLETIN

To: The Hobart Equipment Selling Organization

Subject: Custom HL662 Mixer and \$1,000 Show Special Coupons  
at the 2007 International Pizza Expo



The Food Machines and Brand Marketing groups are very excited to present the impressive custom-painted, hot-rod pizza mixer that will be raffled off at the upcoming 2007 International Pizza Expo held in Las Vegas from March 20-22.

Last year, we generated a tremendous amount of buzz at the expo when we decided to hold a raffle for an HL662 mixer. The booth was busier than ever, and we ended up with a captive audience of about 500 pizzeria operators for our day-three drawing.

This year, Doug Lins and Eric Soller decided to crank it up a notch. Teaming up with Terry McCall of McCall Custom Colors, we have created a true one-of-a-kind prize. This custom mixer, complete with a high-gloss black paint job, shadowed flames and a prominent vintage Hobart logo, is already proving to be the talk of the show.

We'll also be passing out \$1,000 Show Special Mail-In Coupons redeemable if you purchase a NEW Hobart HL662 sixty-quart pizza mixer by April 30, 2007.

Please let your pizzeria customers know about these awesome opportunities available by simply visiting the Hobart booth, #1613, in Las Vegas.

Happy Selling!

Lu Ann DeBolt  
ITW Food Machines  
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Buy a Hobart HL662 mixer . . .  
and get \$1,000 cash back!

- 1 Go to your local authorized Hobart Equipment Dealer and make your best deal on a NEW Hobart HL662 sixty-quart pizza mixer.  
(NOTE: Coupon only available for use on Hobart Model HL662 Pizza Mixer.)
- 2 Upon delivery of your mixer, complete all the information on this coupon and return it to:  
**Hobart, Mixer Marketing Group**  
701 S. Ridge Avenue  
Troy, Ohio 45374
- 3 When your coupon is received, Hobart will issue a check in the amount of \$1,000 to the business named on the card.

NOTE: • Available To New HL662 Customers Only  
• Mixer Must Be Ordered Between  
March 20, 2007 - April 30, 2007

