

Cinco De Mayo 2025

Broadline Program Details

- **PROMO**
 - \$3 off Distributor (Sell-In)
 - \$6 off Operator (Sell-Out)
- **TIMING**
 - Promo runs April 1- April 30, 2025
- **REQUIREMENTS**
 - Digital Advertising of the Deal
 - Distributors to grow +15% on participating items vs YA to qualify
 - Operators, regardless of Distributor activity, will receive the discount as advertised
- **PAYMENT**
 - Operator proof of purchase required for payment
 - Distributor rebate paid via deduction after Financial review following the close of the promotion
 - Payment issued within 45 days post the close of the promo

Digital Assets Available

Banner Ads & Email Headers



728 x 90

300 x 250



336 x 280



Product Description	GTIN
Knorr® Professional Caldo De Pollo 4/7.9 lb	10048001759456
Knorr® Professional Caldo De Pollo 4/4.4 lb	10048001760452
Knorr® Professional Caldo de Vegetales 4/4.4 lb	10048001016658
Knorr® Professional Caldo De Tomate 4/4.4 lb	10048001761459
Knorr® Professional Caldo De Tomate 4/7.9 lb	10048001017037
Knorr® Professional Caldo De Res 4/4.4 lb	10048001039091
Knorr® Professional Caldo De Camaron 4/4.4 lb	10048001038537

*Please allow 1 week turnaround



Cinco De Mayo 2025 –FAQs

- **APPLICABLE FOR ALL DISTRIBUTORS AND OPERATORS?**
 - No exclusions
- **WHAT COUNTS AS PROOF OF PURCHASE?**
 - Invoice with customer name, products purchased, volume
- **15% GROWTH FOR PARTICIPATING SKUS OR TOTAL UFS?**
 - 15% growth on participating SKUs
- **IS THERE A CAP?**
 - No

