

Summer RedPlum™ Coupon Mailing Begins June 24

The Summer RedPlum™ coupon program begins on June 24, 2019, when the first coupon booklet will be mailed to households.

There will be a total of 3 coupon drops associated with the Summer RedPlum™ program:

- June 24: Summer Drop #1, valid through Aug. 18
- July 8: Supplementary Summer Wrap, valid through Sept. 15
- August 5: Summer Drop #2, valid through Sept. 22

Each booklet and supplementary wrap will feature 14 offers for a total of 25 coupons. Please plan supply accordingly.



Key Dates

PROMOTION	Summer Redplum™ Coupon Program																	
MONTH	JUNE				JULY					AUGUST				SEPTEMBER				
WEEK OF	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30
Summer Drop # 1																		
Summer RedPlum™ Wrap																		
Summer Drop # 2																		

Offers

The RedPlum™ coupon booklet features 14 offers, with a total of 25 coupons:

- \$12.99 Family Bundle: 3 WHOPPER® sandwiches, 3 Cheeseburgers, and 3 small fries – 1 coupon
- BOGO WHOPPER® sandwich – 2 coupons
- \$8.99 WHOPPER® meal for 2: 2 WHOPPER® sandwiches, 2 small fries, and 2 small drinks – 3 coupons
- \$5 Crispy Chicken Sandwich meal: 1 Crispy Chicken Sandwich, 1 small fries, and 1 small drink – 1 coupon
- \$5 WHOPPER® meal: 1 WHOPPER® sandwich, 1 small fries, and 1 small drink – 2 coupons
- \$5 – 2 WHOPPER JR.® meals: 2 WHOPPER JR.® sandwiches, 2 small fries, and 2 small drinks – 1 coupon
- \$4 – 2 Bacon Cheeseburgers meal: 2 Bacon Cheeseburgers, 1 small fries, and 1 small drink – 1 coupon
- \$4.99 – 2 Original Chicken Sandwiches and 2 small fries – 3 coupons
- \$3 Double Cheeseburger Meal: 1 Double Cheeseburger, 1 small fries, and 1 small drink – 1 coupon
- \$3 – 10-piece Chicken Nuggets and 1 large fries – 1 coupon
- \$3.99 – 2 WHOPPER JR.® sandwiches and 2 small fries – 2 coupons
- \$3 – 9-piece Chicken Fries and 1 large fries – 2 coupons
- \$4 – 2 CROISSAN'WICH® meals: 2 breakfast sandwiches, 1 small hash brown, and 1 small coffee – 3 coupons
- \$5 CROISSAN'WICH® meal for 2: 2 breakfast sandwiches, 2 small hash brown, and 2 small coffee – 2 coupons

RSI NEWS BRIEFS

Average Restaurant Weekly Case Usage

Below is the forecast for the **first 2–3 weeks of coupon redemption**, when redemption is at the highest point of the promotion. Sales will drop slightly each week thereafter back toward normal levels.

Item Description	Units per Case	% Increase
FOOD ITEMS		
CHICKEN PATTY	144	15%
CROISSANT 2.0 OZ FROZEN	150	12%
FRENCH TOAST STICKS	304	12%
SALT – FRENCH FRY (4LB BOX)	768	10%
SEASON HAMBURG SALT&PEPPER	320	10%
HAM SLICED BLACK FOREST	360	9%
HASH BROWNS ROUND NO TRANS	2040	9%
CHICKEN WHOLE BREADED 4.3 OZ	126	8%
BEEF PATTY WHOPPER 4.4 OZ	132	8%
MUSTARD VOL PACK	384	8%
EGG MIX LIQUID REFR BK 2015	480	8%
BACON THICK SLICED RAW IMPR	540	8%
BUN 4.25" POTATO	100	8%
BEEF PATTY 2 OZ N24	276	7%
PICKLES SLICED, BK 2017	2340	7%
FRIES COATED 3.8 IN CUT	576	7%
CHEESE SLICED AMERICAN 1600	1600	7%
KETCHUP VOLPAK	384	7%
SAUCE MAYONNAISE 2017	365	7%
TOMATOES 6X7	520	7%
BISCUIT DOUGH FROZEN 2.6	180	6%
CHICKEN BREADED FRIES	1200	6%
COFFEE REGULAR SBC 2.2 OZ	198	5%
LETTUCE ICEBERG 1.0"	384	5%
ONION-SPANISH (WHOLE)	560	5%
SAUSAGE PATTY MILD SPICE	160	5%

Item Description	Units per Case	% Increase
PACKAGING ITEMS		
WRAP CHSBURG/HAMBURG 2018	2500	11%
BAG FRENCH FRY SMALL	4000	11%
WRAP-BREAKFAST 2018 DESIGN	2500	11%
WRAP SPECIALTY	2500	10%
CARTON FRYPOD SMALL 2015	2300	10%
WRAP WHOPPER JR 2016 MTO	2500	10%
WRAP WHOPPER KRAFT 2018	2500	9%
CUP COLD PAPER 20 OZ 2015	1200	8%
WRAP BACON CH BGR 2018	2500	8%
CARTON MULTI USE 2015	1050	8%
CARTON FRYPOD LARGE 2015	1000	8%
STRAW WRAPPED GIANT RED	7200	7%
CUP HOT DRINK 12OZ BK CAFÉ	500	5%
BAG CHICKEN NUGGET, WHITE	2000	5%