



United States
Department of
Agriculture

Agricultural
Marketing
Service

STOP 0249 - Room 2092-S
1400 Independence Avenue, SW.
Washington, D.C. 20250-0249

December 27, 2005

Mr. Richard K. Otley
Director of Evaluation
Cattlemen's Beef Promotion
and Research Board
Post Office Box 3316
Englewood, Colorado 80155

Dear Rich:

This is in response to your December 23, 2005, letter requesting approval for a promotional partnership with The Quizno's Master LLC to promote the new Prime Rib and Peppercorn Sub Sandwich. We understand that the promotion will include brand or trade names in promotional materials produced by Quizno's

We have reviewed and concur with your decision to approve this promotional partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "Warren B. Rind".

for Barry L. Carpenter
Deputy Administrator
Livestock and Seed Program

BEEF PROMOTION AND RESEARCH BOARD



P.O. Box 3316, Englewood, CO 80155
9110 E. Nichols Ave., Suite 303, Centennial, CO 80112-3450

TEL: (303) 220-9890
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December 23, 2005

Mr. Barry Carpenter, Deputy Administrator
Livestock & Seed Program
USDA-AMS
Room 0249 – Room 2092-S
1400 Independence Ave., SW
Washington, DC 20250-0249

Dear Barry:

Enclosed is a proposal from the National Cattlemen's Beef Association seeking approval for a partnership with The Quizno's Master LLC. Quizno's will be adding a new Prime Rib and Peppercorn Sub Sandwich.

The attached proposal describes the complete promotion, product and dates.

Based on the guidelines adopted by the Beef Board Executive Committee, we will approve this brand or trade name reference and seek USDA concurrence on that decision.

Sincerely,


Richard K. Otley
Director of Evaluation

RKO/ckc

Attachments

cc: Kenny Payne
Wayne Watkinson

Checkoff Foodservice Partnership Proposal for Review by Cattlemen's Beef Board and USDA

1. **Corporate name and address of company involved:**
The Quizno's Master LLC
1475 Lawrence
Suite 400
Denver, CO 80202
2. **Brief description of project:**
Quizno's is adding by a limited time offer (LTO) a new sandwich to their menu that involves the usage of a new beef product. A delicious Prime Rib Sub made with slow-roasted, sliced Prime Rib of Beef. Sautéed Onion and melted mozzarella cheese and a mild peppercorn sauce. Will be called Quizno's Prime Rib Sub.
3. **Products to be referenced, using exact name that they will appear:**
Quizno's Prime Rib Sub Sandwich
4. **Anticipated dates of effort:**
February 20, 2006 through May 31, 2006
5. **Approximate amount of Beef Checkoff funding involved as well as background on how funds will be used:**
\$100,000
6. **Approximate amount of funding to be provided by the participating partner:**

7. **Describe the visual representation of the Beef Check logo:**
Beef Check Logo will appear on TV Commercials, Menu Boards, Bragger Stand Poster, Large Window Static Clings and Table Tents.
Materials and Beef Check may appear on Quizno's web site www.quiznos.com
8. **Special objectives to be accomplished:**
Add sandwich and Prime Rib Beef product as a permanent item to Quizno's menu if sales objectives are attained.
Increase reach and frequency throughout the chain.
Active promotion through public relations to attain newspaper, magazine, radio and television coverage.
Increase beef sales incrementally.
Purchase 2.0 million incremental pounds of Prime Rib/Beef
9. **Authorization request number and cost center which funding for this project comes from:**
CBB # 1060504
NCBA #1410-13660 AR# P-05-2006
10. **How will this project be evaluated:**
Number of sandwich's sold and pounds of beef (Prime Rib) purchased through approved distributors.