

OOEY-GOOEY GOODNESS AWAITS



Gehl'sTM



GEHL'S 2.0 DISPENSER

IT'S SLEEK. IT'S SPACE SAVING. IT'S ENERGY EFFICIENT.

And most importantly? It delivers on-trend sauces and flavors. This dispenser is made to inspire creative snack and menu items, engage customers, add value and boost incremental revenue.



DISPENSER SPECS

5.25"W x 14.75"D x 21"H

Weight: 16 lbs.

Capacity: 1 60 oz. pouch

Size with Rack: 11.125"W x 14.75"D x 27.25"H

Power: 110V / 2.0A / 197W



SO SLEEK

51% of consumers surveyed said the look of the dispenser made them more likely to buy cheese sauce

Favorite features include modern design and ability to warm sauces to the most perfect of temperatures

It's skinny, so its footprint uses less counter space and gives you the chance to feature more on-trend flavors

BETTER FOR YOUR CUSTOMERS

High-speed dispenser delivers sauce 35% faster than other brands for on-the-go consumers

Heats faster than the competition and has a digital thermometer for ideal product safety

60 oz. bag size means faster product turns for the freshest flavor

EASY FOR YOU AND YOUR PEOPLE

Patented design features easy-to-load bags

Removable graphics let you promote LTOs and seasonal offerings

Disposable valves mean no pump parts to disassemble and clean

BIG SAVINGS

Uses **60%** less energy than competitors' dispensers

Low annual operation cost of **\$55** equals yearly savings of up to **\$149** per dispenser

The dispenser and disposable bags are designed to minimize sauce waste

Intertek, 2014

SIX FLAVORS.

ENDLESS POSSIBILITIES.



SMOKY BACON CHEDDAR

Smoked cheddar cheese with lots of bacon flavor for a great tasting topping that goes beyond nachos

Try it on: All things potato, hot dogs, breakfast items, burgers, pretzels and more



Made with real cheese

Gluten Free



QUESO BLANCO

A new taste sensation, this rich, creamy, mild white cheddar cheese sauce is accented with red and green bell peppers, jalapeños and ancho chili peppers for robust flavor and a hint of heat

Try it on: Breakfast sandwiches, burgers, chicken sandwiches and more



Made with real cheese

Gluten Free



TACO

Taste buds come alive with this delicious cheese sauce combined with tomato puree, taco seasonings and jalapeño peppers

Try it on: Corn chips, breakfast items, chicken strips, sandwiches and more



Made with real cheese

Gluten Free



JALAPEÑO

This beloved classic blends jalapeno peppers and cheese for a touch heat that satisfies the widest range of taste buds

Try it on: Nachos, hot dogs, pretzels, burgers, wings and more



Made with real cheese

Gluten Free



SHARP CHEDDAR

A bold and creamy cheddar cheese sauce with just the right sharpness

Try it on: Cheese fries, loaded tots, breakfast sandwiches, hot dogs, pretzels and more



Made with real cheese

Gluten Free



CHILI SAUCE

This thick chili sauce is flavored with beef, tomatoes and a kick of spice, making it a perfect partner for any of our delicious cheese sauces

Try it on: Hot dogs, fries, nachos, corn chips, breakfast sandwiches and more



Gluten Free



Cases are packed 6-60 oz. with disposable valves included. Exclusive to Gehl's.

For FREE POS materials, visit WWW.GEHLS.COM



SATISFY "SUPER FANS"

85% of consumers surveyed love hot cheese sauce

BRANCH OUT

Nachos are the most popular vehicle for cheese sauce, but **81%** of consumers say they like to put cheese sauce on other items, including fries, chips, pretzels, burgers, tacos,

SNACK ON

70% of cheese sauce users are searching for more items to top with cheese sauce; the popular flavors available with the Gehl's 2.0 help them create endless combinations

FUEL THE DAY

62% of consumers enjoy cheese sauce as part of a delicious afternoon snack

Findings supported by Gehl's Proprietary Research Study, 2014.



MORE CHEESE PLEASE!

Let your customers know you've got the good stuff with Gehl's FREE point of sale merchandisers

- Shelf Talkers
- 12x18" Window Cling
- 12 x 18" Poster
- Replacement Decals
- 6x4" Clings

Order yours today at www.gehls.com



IT'S TIME TO UNLEASH THE CHEESE.

LEASE THE GEHL'S 2.0 DISPENSER TODAY FOR ONLY:

\$249
for one

\$229
for three

\$199
for 10 or more



When you partner with Gehl's, you're guaranteed world-class service and support. Call to speak with one of the courteous, knowledgeable Gehl's Snack Pro's.

1-800-521-2873 • WWW.GEHLS.COM/2.0



GEHL'S 2.0 DISPENSER LEASE

Fill out the order form & lease agreement, and your **ONE TIME** lease fee payment for your Gehl's 2.0 dispenser. **Questions?** Email Customer Service at customerinquiries@gehls.com or call 1 (800) 521-2873

1. Fill in Information about your business or organization (please print) :

Date: ___ / ___ /20___

Business Name: _____ Contact: _____

Phone: _____ Title: _____

Address: _____ E-mail: _____

City: _____ State: _____ Zip: _____

Distributor: _____ Distributor Phone: _____

2. Order your Gehl's 2.0 Dispenser:

1-2 dispensers = \$249 each, 3+ dispensers = \$229 each, 10+ dispensers = \$199 each.

_____ X _____ = _____

Quantity Price / Unit Total

Please send a Gehl's Merchandising Kit. It includes a poster, four shelf talkers and one sneeze guard cling.



3. Choose your FREE case of 6 - 60 oz cheese or chili sauce:



Smoky Bacon Cheddar
Item #: G20002



Queso Blanco
Item #: G20001



Taco
Item #: G20003



Jalapeño
Item #: G20000



Sharp Cheddar
Item #: G20007



Chili Sauce
Item #: G20006

I have verified with my distributor that they offer the correct size product for my Gehl's dispenser.

4. Choose a Chip Rack

3-tier side rack (black only)

I agree to use Gehl's Tortilla Chips exclusively with this rack.

I have read and agree to the lease on the next page and if I no longer want the dispenser I agree to return as specified in section 2.

Signature

Date

5. Mail this form, signed lease agreement and your payment (check or money order only) to:

Gehl Foods, LLC, PO Box 1004
Germantown, WI 53022

Make checks payable to: Gehl Foods, LLC
(Orders mailed with a check will be held for 7 days)

To order with a credit card visit
www.Gehls.com

Free Parts and Replacements Program*

Gehl Foods will provide FREE replacement parts for the life of the dispenser. The lid, funnel, receiving plate and valves are all FREE replacement parts. If the unit stops heating or the main housing breaks within the first 3 years, Gehl's will provide a replacement dispenser to you for FREE. If it is within the first year, even the shipping is FREE. If the unit is 2 to 3 years old, a fee for shipping and handling applies for the replacement to be sent to you, but the return shipping of the non-functioning dispenser is FREE. Also, Gehl's point-of-sale (POS) material is FREE and includes FREE shipping.

*Certain restrictions apply. Free shipping is ground service within the continental U.S. only, using a carrier of Gehl's choice; replacement dispensers may be remanufactured dispensers; and a FREE replacement is available only if your dispenser hasn't been damaged due to misuse, negligence or misconduct. Contact Gehl Foods, LLC for additional information. This program is subject to change without notice.

GEHL FOODS, LLC STANDARD LEASE AGREEMENT

BECAUSE EQUIPMENT AND OPERATOR NEEDS CONSTANTLY CHANGE, OUR DISPENSERS ARE NEVER SOLD. WE LEASE ALL OF OUR DISPENSERS PURSUANT TO AN AGREEMENT SUCH AS THIS ONE. SO YOU NEED TO SIGN THIS AGREEMENT BEFORE WE CAN PROCESS YOUR ORDER; however, we may waive the requirement for a signature, if, for example, you are part of a group that has entered into an agreement like this one for your benefit, if you are bound by its terms and if it is in effect on the day you submit your order (the "Similar Agreement"). YOU AGREE TO BE BOUND BY THIS AGREEMENT (OR IF APPLICABLE, THE SIMILAR AGREEMENT), AND YOU SHALL BE DEEMED TO HAVE ACCEPTED IT (1) BY SIGNING AND DELIVERING IT, OR AN ACKNOWLEDGMENT OF IT, (2) BY DELIVERING (DIRECTLY OR INDIRECTLY) AN ORDER REFERENCING A DISPENSER OF OURS, AND/OR (3) BY ACCEPTING RECEIPT OF A DISPENSER OF OURS. ANY ADDITIONAL OR DIFFERENT TERMS OR CONDITIONS IN ANY FORM DELIVERED BY YOU OR ON YOUR BEHALF OR ANY ATTEMPT TO VARY, IN ANY DEGREE, ANY OF THE PREPRINTED TERMS OR CONDITIONS OF THIS OFFER (AND/OR THE OFFER IN THE SIMILAR AGREEMENT) IN THE ACCEPTANCE SHALL NOT OPERATE AS A REJECTION OF THIS OFFER (AND/OR THE OFFER IN THE SIMILAR AGREEMENT), BUT SHALL INSTEAD BE DEEMED TO BE A MATERIAL ALTERATION HEREOF (AND THEREOF). THIS OFFER (AND/OR THE OFFER IN THE SIMILAR AGREEMENT) SHALL BE DEEMED ACCEPTED WITHOUT SAID ADDITIONAL OR DIFFERENT TERMS OR CONDITIONS OR SAID VARIANCES (EXCEPT TO THE EXTENT WE ACCEPT CHANGES TO SECTION 3 OF THIS AGREEMENT), AND NOTICE OF OBJECTION TO THEM AND REJECTION OF THEM IS HEREBY GIVEN. Except to the extent otherwise provided above and/or in any applicable Similar Agreement: This Standard Equipment Lease Agreement (this "Agreement") includes the statement above and is by and between Gehl Foods, LLC, a Wisconsin limited liability company, as lessor ("Lessor"), and the Lessee. As used in this Agreement, the "Lessee" shall mean the individual, organization or entity who signed this Agreement as lessee below, or if unsigned, the individual, organization or entity ordering or receiving one or more Gehl Foods Dispenser(s) (the "Dispenser"). This Agreement is made, entered into and effective as of the earlier of (1) any date set forth on the front page of the Agreement, (2) the date an order for the Dispenser is received, or (3) the date the Dispenser is shipped (the "Effective Date").

- 1) Dispenser Leased. Lessor is under no obligation to accept any order or other request for a Dispenser. Subject to the terms and conditions hereinafter, and for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Lessor hereby leases to Lessee the Dispenser having the serial number(s) assigned to such Dispenser by Lessor at the time of shipment
- 2) Location and Title to the Dispenser. Lessee shall place and utilize the Dispenser exclusively - with Gehl Foods' products only - at the shipping address specified by Lessee to Lessor or such other address as Lessee subsequently specifies to Lessor in writing (the "Permitted Location"). Such Permitted Location shall be subject to the approval of Lessor, which shall not be unreasonably withheld. Lessee shall not remove, nor permit the removal of, the Dispenser from the Permitted Location, or utilize the Dispenser at any other location, without Lessor's prior written authorization. The Dispenser shall at all times remain the sole and exclusive property of Lessor, and Lessee shall have no right (other than the right to use the Dispenser pursuant to this Agreement), title or interest therein (including, without limitation, any right to sell or transfer possession of the Dispenser), except as specifically set forth in this Agreement.
- 3) Placement and Shipping Fee. Lessee shall pay a one-time placement fee for each Dispenser leased to Lessor at Lessor's then-current placement fee in effect, which shall become non-refundable after shipment of the Dispenser. Lessee shall not be required to pay a shipping fee for the Dispenser within the United States.
- 4) Authorized Sauces. Lessee shall be obligated to use only products manufactured by Gehl Foods or its subsidiaries and sold by an authorized distributor of Lessor (the "Exclusive Sauces") in the Dispenser and shall not use any other sauces or other products in the Dispenser at any time.
- 5) Labels and Identification Materials. Lessee shall not alter, modify, remove or deface any labels, identification materials or other marks on the Dispenser without Lessor's prior written authorization. In addition, in the event Lessor supplies Lessee with labels, identification materials or other marks with instructions to affix them to or otherwise display them near the Dispenser, Lessee shall promptly do so and maintain the labels, identification materials and other marks in legible condition.
- 6) Trademarks, Logos, Etc. Lessee acknowledges that the Dispenser bears one or more Gehl Foods trademarks, tradenames, service marks or logos and shall not use the Dispenser in any way that infringes or impairs any such trademarks, tradenames, service marks or logos. Use of the Dispenser to dispense any product other than an Exclusive Sauce constitutes a breach of this Section 6.
- 7) Repairs to Dispenser. Subject to Lessor's receipt of a placement fee, the Dispenser is entitled to participate in Lessor's standard service program described at <http://www.gehls.com/DefaultFilePile/pdf/Sellsheets/ServiceProgram.pdf>.
- 8) Maintenance and Care; Risks. Lessee at its own cost shall clean, maintain and care for the Dispenser properly and in accordance with instructions provided by Lessor and shall comply with all applicable local, state and federal rules or regulations. Lessee shall not alter, modify or improve the Dispenser in any way. SUBJECT TO THE TERMS OF THIS AGREEMENT AND TO THE EXTENT NOT DISALLOWED BY LAW, LESSEE HEREBY ASSUMES ALL RISKS AND LIABILITY FOR THE SAFETY, INSTALLATION, USE, POSSESSION, OPERATION, MAINTENANCE, REPAIR AND CONDITION OF THE DISPENSER AND THE PARTS, MATERIALS AND REPLACEMENTS THEREOF AND FOR ANY INJURY OR DEATH OF ANY PERSON OR DAMAGE TO PROPERTY HOWSOEVER ARISING FROM OR INCIDENT TO THE DISPENSER OR A PART, MATERIAL OR REPLACEMENT THEREOF (regardless of whether such injury or death occurs to agents or employees of Lessee or to third parties and regardless of whether such damage occurs to Lessee's property or the property of others). To the extent not disallowed by law, Lessee shall save and hold Lessor harmless and indemnify Lessor from and against all loss, damages, claims, penalties, liabilities and expenses (including, without limitation, attorney's fees and all defense costs) in any way related to the Dispenser or a part, material or replacement thereof or to the alleged or actual failure of Lessee to comply with this Agreement.
- 9) Liens on Dispenser. Lessee shall keep the Dispenser free and clear of all levies, liens and encumbrances and shall pay when due all license fees, registration fees, assessments, charges and all municipal, state or federal taxes which may be imposed upon use, custody or possession of the Dispenser.
- 10) Disclaimer of Warranties. LESSEE ACKNOWLEDGES AND AGREES THAT THE DISPENSER IS TAKEN STRICTLY ON AN "AS-IS" BASIS SUBJECT TO LESSEE'S RIGHTS REFERENCED IN SECTION 7 ABOVE AND THE OTHER TERMS AND CONDITIONS OF THIS AGREEMENT. LESSOR HAS NOT MADE ANY, AND TO THE EXTENT NOT DISALLOWED BY LAW, LESSOR HEREBY EXPRESSLY DISCLAIMS ALL REPRESENTATIONS AND WARRANTIES, EITHER EXPRESS OR IMPLIED, ARISING OUT OF OR RELATING TO THE DISPENSER AND THE PARTS, MATERIALS AND REPLACEMENTS THEREOF (INCLUDING, WITHOUT LIMITATION, ANY EXPRESS OR IMPLIED REPRESENTATIONS AND/OR WARRANTIES OF NON-INFRINGEMENT, MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, DURABILITY AND/OR TITLE).
- 11) LIMITATION ON LIABILITY. NOTWITHSTANDING ANYTHING TO THE CONTRARY CONTAINED IN THIS AGREEMENT, LESSOR SHALL NOT, UNDER ANY CIRCUMSTANCES, BE LIABLE TO LESSEE OR ANY THIRD PARTY FOR CONSEQUENTIAL, INCIDENTAL, SPECIAL OR EXEMPLARY DAMAGES ARISING OUT OF OR RELATED TO THE DISPENSER OR THIS AGREEMENT, WHETHER IN AN ACTION BASED ON CONTRACT, TORT (INCLUDING, WITHOUT LIMITATION, NEGLIGENCE OR STRICT LIABILITY) OR ANY OTHER LEGAL THEORY, INCLUDING, WITHOUT LIMITATION, LOSS OF ANTICIPATED PROFITS, BUSINESS, REVENUES OR SAVINGS, EVEN IF LESSOR IS APPRAISED OF THE LIKELIHOOD OF SUCH DAMAGE OCCURRING OR IF SUCH DAMAGE IS OTHERWISE FORESEEABLE.
- 12) No Assignment. Lessee shall not assign this Agreement nor lend or transfer possession of the Dispenser to any other individual, organization or entity without Lessor's prior, express written consent.
- 13) Termination. At any time following the thirtieth (30th) day after shipment, either party, upon thirty (30) days' advance written notice to the other party at the applicable address specified in Section 15, may terminate this Agreement without cause. Upon written notice to Lessee at the address in Section 15, Lessor may immediately terminate this Agreement for cause if: (i) Lessee uses the Dispenser to dispense any product other than an Exclusive Sauce as prohibited by Section 4; (ii) Lessee removes or defaces any of the labels, tags, identification materials or marks referenced in Section 5; (iii) the Dispenser is used by Lessee in an improper manner not in accordance with this Agreement and the use and operating instructions that the Lessor provides with the Dispenser; or (iv) Lessee breaches any other material provision of this Agreement. Sections 2, 4, 5, 6, 8, 9, 10, 11, 12, 13 and 14 of this Agreement shall survive any termination.
- 14) Return of the Dispenser. Upon the termination of this Agreement, Lessee shall, pursuant to Lessor's instructions and at Lessee's full expense, uninstall, pack and return the Dispenser to Lessor at its address set forth herein, in the same operating order, repair, condition and appearance as when received by Lessee, reasonable wear and tear excepted.
- 15) Notices. All notices shall be deemed given one (1) business day after being sent to the recipient by fax or email or two (2) business days after being sent by overnight mail. If to Lessor: Gehl Foods, LLC Equipment Program, PO Box 1004, N116 W15970 Main St., Germantown, WI 53022-8204, Email: sales@gehls.com, Fax No.: 262.250.6847. If to Lessee: to the shipping address or the address below or such address as Lessee may notify Lessor of in writing from time to time.
- 16) Severability. If any provision of this Agreement is held invalid or unenforceable by any Governmental Body of competent jurisdiction, the other provisions will remain in full force and effect. Any provision of this Agreement held invalid or unenforceable only in part or degree will remain in full force and effect to the extent not held invalid or unenforceable. In furtherance of and not in limitation of the foregoing, Lessee expressly stipulates that this Agreement shall be construed in a manner which renders its provisions valid and enforceable to the maximum extent (not exceeding its express terms) possible under applicable law. "Governmental Body" means any federal, state, local, municipal, foreign or other government, governmental or quasi-governmental authority of any nature; or an official of any of the foregoing
- 17) Entire Agreement. This Agreement constitutes the entire agreement between the parties hereto and supersedes any prior understandings, agreements or representations by or between the parties hereto, written or oral, to the extent they relate in any way to the subject matter hereof. Copies of signatures sent via email or other electronic means are the equivalent of written and signed documents.
- 18) Amendment and Waiver. No amendment of any provision of this Agreement shall be valid unless in writing and signed by each of Lessor and Lessee. Any failure of a party hereto to comply with any of its respective obligations hereunder may be waived in writing by the other party. No waiver of any provision of this Agreement shall be deemed, or shall constitute, a waiver of any other provision, whether or not similar, nor shall any waiver constitute a continuing waiver.
- 19) Successors and Assigns. Subject to the restrictions contained in Section 12 above, this Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective heirs, representatives and assigns.
- 20) Governing Law. THIS AGREEMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE DOMESTIC LAWS OF THE STATE OF WISCONSIN, WITHOUT REGARD TO CONFLICTS OF LAWS RULES. ANY ACTION WILL BE BROUGHT EXCLUSIVELY IN WISCONSIN, AND EACH PARTY CONSENTS TO THE JURISDICTION OF THE FEDERAL AND STATE COURTS LOCATED THEREIN, SUBMITS TO THE JURISDICTION THEREOF AND WAIVES THE RIGHT TO CHANGE VENUE. EACH PARTY FURTHER CONSENTS TO THE EXERCISE OF PERSONAL JURISDICTION BY ANY SUCH COURT WITH RESPECT TO ANY SUCH PROCEEDING. The rights and remedies provided Lessor under this Agreement are cumulative, are in addition to and do not limit or prejudice any other right or remedy available at law or in equity. IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

Print the name of your organization/entity here (unless you, individually, are leasing): _____



Print your title or position here (unless you, individually, are leasing): _____

The logo above serves as the signature of Gehl Foods, LLC to the preprinted terms of this agreement

Sign your name here: _____

Print your name here: _____