



THE TASTE PEOPLE COME BACK FOR.

THE WORLD'S MOST POPULAR
DIRECT-FROM-POUCH
CHEESE AND CHILI SAUCES





Gehl's®

GREAT TASTE IS BETTER FOR BUSINESS.

Every day across North America, over ONE MILLION servings of Gehl's® sauces pour over snack foods like nachos, hot dogs, pretzels and french fries. Made from the highest quality ingredients — like real cheddar cheese and zesty Mexican spices — Gehl's on the menu means money in your drawer. That's because each serving comes out piping hot and full of rich, creamy flavor.

It's the versatility of our dispensers coupled with the universal appeal of Gehl's sauces that translate to even greater opportunities around your store. From the snack aisle to the deli case, Gehl's sauces give your customers the chance to make any item a hot snack. But just as important to you is the convenience of our system.

HASSLE-FREE. JUST THE WAY YOU NEED IT.



Dispensed direct from an airtight pouch designed to seal in freshness (up to five days for cheese, seven days for chili), our hassle-free system also seals out contaminants for greater food safety. That means longer, safer operation with almost no cleanup; old pouches simply lift out and new pouches drop right in. Our dual dispensers should be used with quicker-turning 80 oz. pouches and disposable valves — minimizing both time and waste in your stores.



To learn more, call 800-521-2873 or visit www.gehls.com

ALWAYS THE PERFECT FIT.

With every store comes a unique set of needs. So we help customize a hot snack program into your operation with a choice of sauces, dispenser colors and promotional graphics. While you enjoy proven, reliable performance with the smallest footprint of any dispenser in the market, your customers will savor the taste of rich cheese and chili sauces. Just select your favorite options on the attached form.

EVERYTHING ABOUT IT IS SMOOTH.

Backed by a 3-year warranty and the support of a company with more than 110 years of dairy expertise, Gehl's dispensers are made in our Wisconsin headquarters. That means you get the equipment direct from the source, as well as any advice or support you may need from knowledgeable customer service representatives who are ready to assist and happy to help.



DISPENSER FRONT GRAPHICS



DISPLAY CARD FOR SIDE RACK



2-SIDED PRICE CARD FOR WINDOW OR CEILING DANGLER (13.25" X 17.75")

DUAL CHEESE/CHILI DISPENSER, SIDE RACK WITH CARD AND TOP PRICE CARD



DOING MORE TO HELP YOU SELL MORE.

We provide the extras to help increase your cheese sauce sales. With our 3-oz chip bags (complete with trays!) you offer customers a single serving of fresh chips every time, and incur less breakage and waste. Ask your distributor if they stock paper boats or clear plastic shells.

And our “What Do You Cheese?” program is designed to get people thinking about a cheesy treat whenever they’re at your store. From gas pump stickers to the top of your dispenser, from napkin holders to shelf-danglers in snack aisles, “What Do You Cheese?” is a constant reminder that Gehl’s cheese sauce is for more than just nachos and hot dogs.



PRICE CARD ↘



↑ SHELF DANGLERS

↶ DUAL CHEESE/CHILI DISPENSER WITH TOP MOUNTED RACK

STICKERS ↘



Our complimentary “What Do You Cheese” point of sale package is designed to tempt customers in and out of store, and comes complete with Price Point Card, Stickers and Shelf Talkers.

dual dispenser specifications

Dispenser Size 9"W x 17"D x 23"H	Total Size with Side-by-Side Rack 18"W x 17"D x 35"H
Weight Empty: 16 lbs. Loaded: up to 46 lbs.	Total Size with Top Rack 9"W x 17"D x 37"H
Capacity Two 80 oz. pouches	Power 120V / 1.7A / 200W

Higher volume operations should inquire about Gehl's single dispensers. Ideal for foodservice and locations serving over 100 servings per week. Specifications match those of the dual dispenser. Single capacity: Two 140 oz. or one 190 oz. pouch.

advanced portion serve specifications

Gehl's Advanced Portion Serve (APS) feature allows operators to choose whether the portion serve feature is active or not — and determine the portion size. This design requires Gehl's 100 oz. bags and is ideal for lower-volume operations.

Call Gehl's to see whether this design is best for your operation, and a customer service representative will assist you in ordering. 800-521-2873



Dispenser Size: 9"W x 17"D x 23"H
Total Size with Side-by-Side Rack: 18"W x 17"D x 35"H
Total Size with Top Mount Rack: 9"W x 17"D x 37"H
Weight for APS Empty: 20 lbs. Loaded: up to 37.5 lbs.
Power for APS: 120V / 3.2A / 355W
Capacity for APS: Two 100 oz. Gehl's pouch



Single Dispenser

Made in the U.S.A.





To get started, simply select the equipment you need and sign the lease agreeing to care for the dispenser and use it only with Gehl's sauces. We'll even start you off with FREE cheese or chili sauce to help you earn back your entire lease before you spend another penny on sauce.

DISPENSER LEASE FORM

Date: ___ / ___ / 20___ Your/Business Name: _____
 Business Type: C-Store/Gas Station Other _____
 Distributor Name: _____ Contact Name: _____
 Shipping Address: _____ City: _____
 State: ___ Zip: _____ Phone: () _____ Email: _____

Choose Dispenser	Quantity	Price	Total
Dual (Cheese/Chili)	___ x	\$250 =	\$_____
Single (Nacho Cheese)	___ x	\$200 =	\$_____
Single (Chili)	___ x	\$200 =	\$_____
Advanced Portion Serving (APS) (Only available in white)	___ x	\$299 =	\$_____

Choose free Cheese or Chili Sauce (Important note: orders for Dual Dispensers will choose TWO free cases of 80 oz. sauce.)

Single Dispensers will choose ONE free case of 140 oz. product. APS will choose ONE free case of 100 oz. product).

Gehl's Cheddar Cheese Sauce	80 oz. _____	140 oz. _____	100 oz. _____ (APS Only)
Gehl's Jalapeño Cheese Sauce	80 oz. _____	140 oz. _____	100 oz. _____ (APS Only)
Gehl's Chili Sauce	80 oz. _____	140 oz. _____	100 oz. _____ (APS Only)

Check here: Yes, I have verified with my distributor that they offer the correct sizes of Gehl's sauces
 (Dual: 80 oz. / Single: 140 oz. / APS: 100 oz. with hoses)

Choose dispenser Color: Black White Choose Free Graphics: Fresh Nachos Fresh Chili Fresh Nachos/Chili

Choose free Chip Rack (for Gehl's tortilla chip users only where available): Side-by-Side Rack Top Mounted Rack

I agree to use Gehl's single-serve chips exclusively with this chip rack.

I HAVE READ AND SIGNED THE LEASE ON THE NEXT PAGE. (NOTE: YOU MUST RETURN THE SIGNED LEASE AGREEMENT WITH THIS FORM IN ORDER FOR YOUR ORDER TO BE PROCESSED.)

Make your checks payable to: Gehl Foods, Inc. Please allow 3-4 weeks for your dispenser order, thank you.

Mail your payment to: Gehl Foods, Inc., Dept. 5334, PO Box 3090, Milwaukee, WI 53201 For assistance call: 800-521-2873

Warranty: Gehl's dispensers carry a three-year parts and service warranty. Dispenser valves and POS are shipped free upon request for the first three years. If the heater or fan stops working within the first year, Gehl's will arrange to pick up and repair the dispenser free of charge. If a problem occurs within the second or third year, a shipping and handling fee will be charged with free servicing. Program subject to change. Lessee subject to current program at time of use.

GEHL FOODS, INC. - HOT TOP2 DISPENSER LEASE AGREEMENT

This Hot Top2 Dispenser Lease Agreement (this "Agreement") is made and effective as of the date set forth below (the "Effective Date") by and between Gehl Foods, Inc., a Wisconsin corporation, as lessor ("Lessor"), and the undersigned lessee ("Lessee").

1) **Dispenser Leased.** Subject to the terms and conditions hereinafter, Lessor hereby leases to Lessee the Hot Top2 Dispenser(s) (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 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 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.

4) **Authorized Sauces; Requirements Obligation.** Until this Agreement is terminated pursuant to Section 13 below, Lessee shall be obligated to use only sauces, including, without limitation, cheese and/or chili sauces, manufactured by Lessor 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 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. Lessee acknowledges and agrees that the use of the Dispenser to dispense any product other than an Exclusive Sauce constitutes, among other provisions, a breach of Section 4 above and this Section 6.

7) **Repairs to Dispenser.** During the first three (3) years after the Effective Date, Lessor shall: (i) ship replacement dispenser valves and point of sale signs and other printed materials (POS) free of charge via UPS Ground (or other comparable courier) upon request; and (ii) make any necessary repairs at Lessor's cost and expense (excluding shipping and handling) to the Dispenser in the event that such Dispenser is no longer reasonably functional unless such repairs are a result of Lessee's negligence or misuse. Alternatively, Lessor may replace the Dispenser, with Lessee being responsible for all shipping and handling costs, but no other charge unless such replacement is made as a result of Lessee's negligence or misuse. After the third (3rd) anniversary of the Effective Date, Lessor shall have no obligation whatsoever to repair or replace the Dispenser.

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, ALL RISKS, AS BETWEEN LESSOR AND LESSEE, ARE TO BE BORNE BY LESSEE AT ITS SOLE EXPENSE, and as a result, without limitation, Lessee hereby assumes all risks and liability, as between Lessor and Lessee, for the safety, installation, use, care, possession, custody, 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 whatsoever arising from or incident to such installation, use, care, possession, custody, operation, maintenance, repair and/or condition, 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, regardless of their nature of arising or being incurred because of or incident to the Dispenser, the parts, materials and/or replacements and/or its or their actual or alleged installation, use, care, possession, custody, operation, maintenance, repair or condition. To the extent not disallowed by law, Lessee shall defend any and all claims and suits which may be brought against Lessor arising from, because of, or incident to the Dispenser, the parts, materials and/or replacements and/or its or their actual or alleged installation, use, care, possession, custody, operation, maintenance, repair or condition. To the extent not disallowed by law, Lessee shall indemnify Lessor and hold it harmless from any claim, damage, liability, loss or expense including, without limitation, attorney's fees arising out of the alleged or actual failure of Lessee to comply with any provision of this Agreement and shall defend, at its sole cost and expense, any claim made by a third person against Lessor and arising out of the actual or alleged failure of Lessee to comply with any provision of 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 that Lessor could have agreed to provide parts, materials and replacements for a longer period of time than that referenced in Section 7 or that this Agreement could have created fewer obligations on, or additional rights to, Lessee, but that in any of those cases, Lessor would have significantly raised the price of the placement fee hereunder. As such, Lessee and Lessor acknowledge and agree that this Agreement reflects the balance of rights, obligations and price that is acceptable to both Lessee and Lessor. LESSEE ACKNOWLEDGES AND AGREES THAT THE DISPENSER IS TAKEN STRICTLY ON AN "AS-IS" BASIS SUBJECT TO LESSEE'S RIGHTS TO BE PROVIDED WITH PARTS, MATERIALS AND REPLACEMENTS FOR THE PERIOD OF TIME REFERENCED IN SECTION 7 ABOVE AND SUBJECT ALSO TO 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 (BEING FREE FROM CLAIM OF INFRINGEMENT OF ANY PATENT, COPYRIGHT, TRADEMARK OR THE LIKE), MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, DURABILITY, TITLE, ACCURACY AND/OR OTHERWISE WITH RESPECT TO THE CONDITION, QUALITY, DESIGN, CAPABILITY, SUITABILITY, FITNESS, PERFORMANCE, MATERIALS, WORKMANSHIP AND/OR ANY PATENT OR LATENT DEFECT OF THE DISPENSER, PARTS, MATERIALS AND/OR REPLACEMENTS). TO THE EXTENT NOT DISALLOWED BY LAW, LESSOR SHALL NOT BE RESPONSIBLE TO LESSEE, AND AS BETWEEN LESSOR AND LESSEE, LESSEE SHALL BE RESPONSIBLE, FOR ANY LIABILITY, CLAIM, LOSS, DAMAGE OR EXPENSE OF ANY KIND OR NATURE ARISING FROM, OR CAUSED DIRECTLY OR INDIRECTLY BY, THE DISPENSER AND/OR THE PARTS, MATERIALS AND/OR REPLACEMENTS THEREOF AND/OR THE INADEQUACY OF ANY OF THEM FOR ANY PURPOSE, ANY DEFICIENCY OR DEFECT THEREIN, THE REPAIR, SERVICING OR ADJUSTMENTS THERETO, LOSS OF BUSINESS OR BY OR FROM ANY OTHER SOURCE OR CAUSE OF LOSS, DAMAGE OR EXPENSE WHATSOEVER. Notwithstanding the foregoing, Lessee shall still be entitled to parts, materials and replacements pursuant to Section 7.

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 its interest under this Agreement nor lend nor transfer possession of the Dispenser to any other 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 8, 10 and 11 of this Agreement shall survive any termination.

14) **Return of the Dispenser.** Upon the termination of this Agreement as specified in Section 13 above, 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 business day after being sent to the recipient by fax or email; or two (2) business days after sent by overnight mail.

If to Lessor: Gehl Foods, Inc. - HotTop2 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 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 electronic means are the equivalent of written and signed documents. This Agreement may be signed in separate counterparts each of which shall be deemed an original and all of which together will be deemed to be one original.

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 ILLINOIS, WITHOUT REGARD TO CONFLICTS OF LAWS RULES. ANY ACTION WILL BE BROUGHT EXCLUSIVELY IN COOK COUNTY, ILLINOIS, 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 day and year set forth below.

LESSEE (printed): _____

By (signature): _____

Name (printed): _____

Title/Position: _____

Date: _____

Lessee's address (for notice purposes): _____

E-mail: _____

Fax No: _____

GEHL FOODS, INC. _____

By (signature): _____

Name (printed): _____

Title/Position (printed): _____

4 OUT OF 5 "DIRECT-FROM-POUCH" CHEESE SAUCE
USERS IN THE US AND CANADA **CHOOSE GEHL'S®**

GEHL'S PREMIUM SAUCES ARE SERVED OVER
ONE MILLION TIMES TIMES EVERY SINGLE DAY.

OUR HOT TOP2 PROGRAM NOW COMES EQUIPPED WITH
NEW POINT OF SALE PIECES TO HELP YOU **SELL MORE.**

A RECENT STUDY PROVES THAT MERCHANDISING CHEESE AND CHILI
DOGS CAN MORE THAN **DOUBLE YOUR HOT DOG SALES.**

COUNT ON THE COMPANY WITH MORE THAN
110 YEARS OF DAIRY EXPERTISE.



To learn more, call Gehl Foods at **800-521-2873** or visit www.gehls.com