

Join the elite group of manufacturers that are

CHANGING THE FOODSERVICE INDUSTRY FOREVER.



THE SCHWAN FOOD COMPANY™
SCHWAN'S FOOD SERVICE, INC.



EARN POINTS

foodservicerewards.com
1-888-674-2872

Foodservice Rewards® re-invented business-to-business loyalty marketing and changed the way food manufacturers do business.

This innovative loyalty & marketing platform is shared by an exclusive coalition of leading branded foodservice manufacturers.

Foodservice Rewards provides manufacturers the tools to:

- Identify and capture customer purchase information
- Communicate directly and frequently with operators
- Differentiate your products by adding value
- Motivate, reward, and reinforce purchases
- Cross-sell/up-sell your full line of products
- Acquire new customers
- Get measurable results*

* Foodservice Rewards provides a complete ROI analysis on every promotion.

Foodservice Rewards gives you a powerful tool to fight private label competition.

With Foodservice Rewards, you can differentiate your products by adding value instead of discounting. You'll have the ability to communicate regularly with customers to educate them about your products, capture purchasing data, create demand, and reward your customers' loyalty.



You'll be rewarded with a larger, more targeted database.

Foodservice Rewards provides unparalleled database marketing. How? By giving you the ability to capture valuable transactional and profile data that was previously only available to distributors. All information captured is actionable – allowing you to deliver targeted and timely offers.

Not only will you have captured your own customers' data, but you also have the ability to communicate directly with tens of thousands of promotionally sensitive, engaged, and qualified new customers who are buying from other coalition partners.

You can reward your customers every time they purchase and literally change their behavior.

The Foodservice Rewards promotion tools allow you to segment, segment, segment. The participant database is so detailed and clean that you can target just about any subset using hundreds of criteria. And it works – in 2006, sponsors ran a total of 82 promotions with an average ROI of 178% – unheard of in the foodservice industry!

It's really quite simple:

1. Reward Code labels are applied to participating products.
2. Customers purchase and receive products through their distributor, peel off the labels and enter the unique codes at www.foodservicerewards.com.
3. Points are automatically deposited into their online bank accounts.
4. A custom promotional cross-sell/up-sell message is delivered to your customer.
5. Customer purchase information is captured and sent to you.
6. Customers redeem their points from a selection of more than 2,400 business-building, employee, industry or lifestyle rewards.

You're invited to join the most powerful coalition in the foodservice industry.

The Foodservice Rewards coalition is a vibrant group of savvy marketers who understand and leverage the power of the coalition by aligning themselves with complimentary brands and products. They get better results and spend less.

As your full-service partner, we provide all services needed to implement Foodservice Rewards on your behalf including promotional support, enrollment, Web site and database management, program administration, reward fulfillment, on-demand/online reporting, customer service and partner acquisition. In other words, we make it simple.

Let us help you get started.

Once you join, we'll work with you to create a customized launch marketing plan designed to make an immediate impact on the marketplace. We'll educate your team and provide best practice case studies and suggestions for effectively utilizing program tools to achieve the highest ROI.



The bright yellow Reward Code label is instantly recognizable. Operators look for these labels and enter more than 1 million codes every month!

"I've been in business for 21 years and I have never seen a better program. I only wish I had heard about it sooner."

*Linda Shinkle
Manager of Foodservices
Clermont County*

"Foodservice Rewards is an important addition to our marketing mix. Customer intimacy is increasingly becoming a key competitive differentiator for branded manufacturers and Foodservice Rewards gives us some great tools to connect directly with operators who believe in added value."

*Tom Sampson
SVP & President
Kraft Foodservice
North America*

"I was introduced to Foodservice Rewards this year. I have been collecting the Reward Codes for about three months. I now shop by choosing manufacturers that offer the points. I've found great consistency in product lines that I never used before. Foodservice Rewards has opened my eyes as a foodservice operator."

*John Miceli
Executive Chef
USA Gourmet
Pittsburgh, PA.*

They said it...



Our long history of

SUCCESS



**Foodservice Rewards is operated by BI,
The Business Improvement Company.**

Headquartered in Minneapolis, BI has been helping Fortune 1000 customers produce measurable results since 1950. We “move” the people who drive your business – by moving customers to buy more, sales people to sell more, and employees to create a competitive advantage.

We re-invented business-to-business loyalty marketing with the launch of Foodservice Rewards and followed by Aftermarket Rewards® serving the automotive aftermarket, Supply Rewards® serving the dental, laboratory and veterinary markets and Grow Rewards® serving the Turf and Ornamental markets. Foodservice Rewards also operates in the UK, Europe and Australasia.



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