

Foodservice Rewards Loyalty Points Program

Have you heard of the Foodservice Rewards loyalty points program?

	JANUARY 2010	AUGUST 2010
Yes	57%	62%
No	42%	31%
Not Answered	1%	7%

Do you or your operation participate in the Foodservice Rewards loyalty points program?

Yes	40%	48%
No	56%	44%
Not Answered	4%	8%

IF YOU ARE AWARE OF THE FOODSERVICE REWARDS LOYALTY POINTS PROGRAM, what is your opinion of the program?

January 2010

- I like it very much. It gives me the opportunity to purchase items we might not be able to afford.
Nursing Home Foodservice
- It's a great program!
Hospital Foodservice
- Great program. It comes on great products and I can pick up items without touching my budget. At times this is very much needed.
Hospital Foodservice
- Good program. A little time-consuming but worth it.
College/University Foodservice
- Ethical/legal issues in healthcare with Medicare/Medicaid, and it can put operators in compromising position.
Hospital Foodservice
- A great program.
Hospital Foodservice
- I have used it in other facilities and it is great! Sometimes it's a pain to tear the tags off boxes though.
Hospital Foodservice
- I utilize this program to obtain a premium to be used as a motivator for my staff.
Nursing Home Foodservice
- I think it is a good program and nice to receive gifts for buying the product. For me, it will take a long time for any of the gifts that require a lot of points. I'll keep at it.
Nursing Home Foodservice
- Love it, fun.
K-12 School (Primary/Secondary) Foodservice
- It is very nice to be able to get small equipment for free.
K-12 School (Primary/Secondary) Foodservice
- Great program.
Retirement Community Foodservice
- Like it.
Assisted/Independent Living Foodservice
- It seems to be a good program.
Work Location – Other

- It is great. We have used our points and received items that I give away to my staff for Classified week and in-services.
K-12 School (Primary/Secondary) Foodservice
- Great program. Reminds me of the old Green stamps everyone in the country used to know about (my parents saved them).
Contract Management Company Headquarters/District Office
- I have belonged to this program for years. I enjoy it and have received items through this program that I have used to give as gifts to our employees.
Hospital Foodservice
- Easy to get points, our staff recognizes the value.
K-12 School (Primary/Secondary) Foodservice
- Very good, allows us to reward employees at the end of the year party.
College/University Foodservice
- I wish the points would be worth more. Even know this is a large account, it takes forever to select an item due to the 10 points for each label.
Contract Management Company Headquarters/District Office
- It takes a lot of points to get anything worthwhile.
College/University Foodservice
- I think it is great. I purchase items for employees and customers.
Hospital Foodservice
- Seems like a good program.
Hospital Foodservice
- Very good.
College/University Foodservice
- It is the best ever rebate program invented, with the points easily tabulated and premiums easily obtained.
Hospital Foodservice
- It is great. We use the points to obtain items for our community leaving center patient program.
Hospital Foodservice
- I love it. It is a reward for using great products and an incentive to try new products.
K-12 School (Primary/Secondary) Foodservice
- Takes too many points to get anything. I would love to have it go right to my bottom line.
Hospital Foodservice

- Great! I just wish more manufacturers would participate in the program.
Retirement Community Foodservice
- Love the program.
Nursing Home Foodservice
- I think it is awesome!
K-12 School (Primary/Secondary) Foodservice
- Great idea.
K-12 School (Primary/Secondary) Foodservice
- I think it is a very good thing. It just takes a long time for us to get enough rewards to get anything because we are so small. If you could help small organizations receive more reward points that would be even better.
Hospital Foodservice
- It's a good program, but for smaller facilities reward points take a very long time of accumulating to get just some of the items.
Hospital Foodservice
- Rewards require many points.
K-12 School (Primary/Secondary) Foodservice
- I like the program!
K-12 School (Primary/Secondary) Foodservice
- We use our rewards for purchasing gift items for our staff.
I think that sometimes the items are priced for too many points, but it's a great program.
Hospital Foodservice
- A GREAT OPPORTUNITY TO PROVIDE GIFTS TO EMPLOYEES.
Hospital Foodservice
- Excellent program.
Work Location - Other
- It helps us get equipment we would not be able to get because of tight budgets.
K-12 School (Primary/Secondary) Foodservice
- Good, not enough points in a small operation to exchange for good rewards.
Nursing Home Foodservice
- Easy to use. Added incentive for using the products that I do.
K-12 School (Primary/Secondary) Foodservice
- A very good way to receive incentives for employees and customer giveaways.
K-12 School (Primary/Secondary) Foodservice

- It's nice to be able to purchase extra items that the company may not have the funds to purchase.
K-12 School (Primary/Secondary) Foodservice
- It doesn't persuade me in buying a product. If a product is in the program, I'll register the numbers.
K-12 School (Primary/Secondary) Foodservice
- It's a great way to accumulate points for useful items.
Hospital Foodservice
- Very good program. The problem is getting schools to remember to pull off the stickers and send them into the CN office.
K-12 School (Primary/Secondary) Foodservice
- I like it.
Assisted/Independent Living Foodservice
- Awesome! I am the one that handles the points and we use them to purchase Christmas gifts for the employees at our yearly party! This is our way to say thanks and give back to our team!
College/University Foodservice
- A great program!
Hospital Foodservice
- Other rewards programs seem to have more "bang for the buck", meaning their points seem to have more value towards products.
College/University Foodservice
- We appreciate the rewards program and have gotten several items that we would not have known about otherwise.
Hospital Foodservice
- Very good program that allows us to get items for our employees and operation as a credit for using certain products.
Assisted/Independent Living Foodservice
- Great promotion!
In-Company Foodservice in an Office or Plant
- It's great.
K-12 School (Primary/Secondary) Foodservice
- Very good.
Nursing Home Foodservice
- I look forward to my next purchase with the rewards points. I think this is a great program.
K-12 School (Primary/Secondary) Foodservice

- We get rewarded (prizes) for the staff, so it is great.
Work Location - Other
- I think it's a great program, and we use the prizes for employee recognition purposes. Thanks. It's a great thing for just pulling a label.
Hospital Foodservice
- Great!
College/University Foodservice
- I like it, especially that the points remain until used.
Hospital Foodservice
- Works very well.
Retirement Community Foodservice
- I love the program. I am able to get small foodservice equipment without a cost.
Assisted/Independent Living Foodservice
- We are a small facility so it does take a long time to get enough points to redeem for something great.
Nursing Home Foodservice
- I think it is great.
K-12 School (Primary/Secondary) Foodservice
- It is a great program for people that can use it.
Military/Corrections/Government Foodservice
- Great program! We use them for employee raffles at holidays.
College/University Foodservice
- In corrections, we don't buy the food types that qualify for rewards.
Military/Corrections/Government Foodservice
- I like the program. It is too difficult to look up items to purchase on the web. I would prefer a catalog.
K-12 School (Primary/Secondary) Foodservice
- It seems to take a lot of points. At times they are expired when I receive the product.
Nursing Home Foodservice
- Nice plus.
Assisted/Independent Living Foodservice
- I enjoy using the program. We don't purchase all that many of the participating products, but I have been able to procure some nice reward items with the points we do accumulate.
Nursing Home Foodservice

- I don't shop for free points. I shop for product, quality and value. If the free points are part of a product then it is a bonus. I will use them for employee incentive gifts.
Assisted/Independent Living Foodservice
- Great way to earn some extra benefits for staff.
Hospital Foodservice
- It works. We turn the paperwork into FoodBuy.
Hospital Foodservice
- I like the program as a source of prizes for contests and promotions. It is a low-cost means of getting giveaways.
K-12 School (Primary/Secondary) Foodservice
- I think the program is great. It promotes product loyalty and helps operations to save money.
Nursing Home Foodservice

August 2010

- Points are too slow to accumulate and the merchandise is cheap.
K-12 School (Primary/Secondary) Foodservice
- Good program. Takes too many points to earn "nice" products.
Nursing Home Foodservice
- It's easy to participate and doesn't take a lot of time to input points.
K-12 School (Primary/Secondary) Foodservice
- Pretty good incentive program.
Hospital Foodservice
- Great.
Nursing Home Foodservice
- I wish we were using it.
K-12 School (Primary/Secondary) Foodservice
- Great.
K-12 School (Primary/Secondary) Foodservice
- It's fair.
Nursing Home Foodservice
- Hard to collect coupons from 170 locations.
K-12 School (Primary/Secondary) Foodservice
- Great program.
Retirement Community Foodservice
- Very good program. I've used my points various times as rewards for the staff.
Hospital Foodservice
- It's a good program, but you need many points.
Area of Work - Other
- Good benefit.
Hospital Foodservice
- I enjoy using saving my point for staff recognition prizes.
Nursing Home Foodservice
- Very good.
K-12 School (Primary/Secondary) Foodservice
- Good one.
K-12 School (Primary/Secondary) Foodservice

- Love the program.
Nursing Home Foodservice
- Excellent for prizes/awards to give as gifts to the staff or purchase equipment for the operation that is not in the budget.
Hospital Foodservice
- A good program has items that we use in our business.
K-12 School (Primary/Secondary) Foodservice
- Good.
K-12 School (Primary/Secondary) Foodservice
- Would like to see more products included.
K-12 School (Primary/Secondary) Foodservice
- Great!
Hospital Foodservice
- I love it!
Nursing Home Foodservice
- Great - get products for my staff.
Hospital Foodservice
- Great.
College/University Foodservice
- We have used the rewards to purchase some small wares not on our budget.
Hospital Foodservice
- Excellent.
Hospital Foodservice
- Great program.
K-12 School (Primary/Secondary) Foodservice
- It's great.
Hospital Foodservice
- Good.
In-Company Foodservice in an Office or Plant
- LOVE IT. Wish I could earn more points or that they would add up faster.
Hospital Foodservice
- Too many steps that are required of my employees - tags on packages rather than a computer generated rebate program. Too much work = little reward on our end.
College/University Foodservice
- I think it is great.
Hospital Foodservice

- **Great.**
Assisted/Independent Living Foodservice
- I like it wish we were bigger and could get more points. We have gotten several things for other departments in our school.
K-12 School (Primary/Secondary) Foodservice
- **Good.**
K-12 School (Primary/Secondary) Foodservice
- I like it!
College/University Foodservice
- We are a very small school. It takes a long time to save enough points before redeeming.
K-12 School (Primary/Secondary) Foodservice
- We keep collecting saving up for something great. I like the program as it is easy to use.
K-12 School (Primary/Secondary) Foodservice
- It's a fairly good program. Since we do so much in house production, it seems that I don't have quite as much opportunity to use the program as someone that uses mostly convenience or ready-to-use products.
Area of Work - Other
- It is good and easy to use.
Area of Work - Other
- I wish they applied to more of the products that we use.
Retirement Community Foodservice
- We love it. Here at our place of business, we actually use the points to buy different gifts as give-aways to our employees as incentives.
Hospital Foodservice
- This program is great and many of us have a small budget.
Area of Work - Other
- **Great.**
K-12 School (Primary/Secondary) Foodservice
- It's a great offer; however, it takes along time to build points in a very small district.
K-12 School (Primary/Secondary) Foodservice