

DISTRIBUTOR CUSTOMER DIRECT MAIL

A NEW WAY TO PARTNER WITH YOUR DISTRIBUTOR AND DRIVE VOLUME.

OVERVIEW

Foodservice Rewards® now offers an opportunity for Sponsors to **co-brand communications with the local DSR** to his/her customers – and support the sell through of your products to their customers.

DIRECT MAIL CAMPAIGN

- The standard campaign includes one postcard to each of the following audiences:
 - Customers who are *already enrolled* in Foodservice Rewards receive an offer of a minimum of 250 bonus points, funded by the Sponsor.
 - Customers who are *not yet enrolled* in Foodservice Rewards receive an offer of 500 bonus points, funded by BI.
- Postcards are co-branded with the Sponsor's logo, the Distributorship's logo – and personalized with the DSR's Name and Phone Number.
- All operator names gathered as a result of the mailing will be attached to the Sponsor.



250 BONUS POINTS
Brought to you by Nestlé FoodServices.

500 BONUS POINTS
Brought to you by Nestlé FoodServices.

Sample Postcard: Customers Enrolled in Foodservice Rewards

Sample Postcard: Customers Not Yet Enrolled in Foodservice Rewards

PRICING

Quantity	Price (incl. postage)
250 – 499	\$ 1.44
500 – 999	\$ 1.29
1,000 – 2,499	\$ 1.15
2,500 – 4,999	\$ 1.11
5,000 – 9,999	\$ 1.07
One-time set-up fee is \$1,000.	

Next Steps	Timeline
Contact Mike Zoladkiewicz at (952) 844-4882 with any questions or to place your order.	Postcards will mail approximately 4-5 weeks from the date the final data files are received.