



**Foodservice
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SPONSOR UPDATE



November 7, 2005

FOR YOUR REVIEW

From: John Neupauer
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SPONSOR MEETING DATE SET

It's official! Our next Sponsor meeting will be held in Minneapolis March 1st and 2nd, 2006. Please mark your calendars now. The ice fishing option drew an overwhelming response and we're exploring rental of a banquet-sized ice fishing house. Not really. We are exploring and discussing our venue options and will provide more details in the near future.

DSR PROGRAM BLASTS OFF

The new DSR program that rewards distributor sales representatives for enrolling operators and keeping them engaged in the Foodservice Rewards program officially kicked-off October 17. Response has been fabulous. As of Friday, November 4th, 25 distributorships and 16 DSRs enrolled.

FSR STAFF ADDITIONS

Three new people joined BI to support Foodservice Rewards (and our other coalitions).

Mike Lucas, Account Manager – Mike's duties include assisting with Sponsor deliverables, training new Sponsors, and organizing Sponsor meetings. Mike and I will be working together on many Sponsor projects. If you are unable to reach me, please contact Mike for assistance at 952-844-4530 or michael.lucas@biworldwide.com.

Erin Breczinski, Operations Specialist - Erin is responsible for managing database operations, point deposits, program reporting, and technical aspects of newsletter delivery. Erin can be reached at erin.breczinski@biworldwide.com or 952-844-4021.

Gina Threinen, Communications Manager – Gina's duties include communicating with our operators via eNewsletter and Web site content and increasing operator engagement and enrollment. Gina is available at gina.threinen@biworldwide.com or 952-844-4330.

OPERATOR SURVEY

We recently completed a detailed online survey to measure operator attitudes toward Foodservice Rewards. Over 100 issues were measured including promotions, rewards, newsletters, and the website. Results were positive and provided some surprising findings. We're in the process of doing a more detailed analysis of the results. An executive summary of the findings are included with this update. For more information, contact Amy Bisek at amy.bisek@biworldwide.com or 952-844-4479.



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DISENGAGED OPERATOR INITIATIVE

To increase operator engagement in Foodservice Rewards, we've implemented a disengaged operator program. On a regular basis we'll be emailing and direct mailing operators who have not entered a code in over three months and offering them an incentive to get re-engaged in the program. In our most recent effort, over 4,100 operators responded. The attached direct mail piece provides an example of a disengaged operator offer.

FOODSERVICE REWARDS BLOG

Be sure to check out the Foodservice Rewards blog at www.rewardlicious.com. This interactive site provides a simple way to share information about your involvement with the Foodservice Rewards Program with fellow Sponsors. Additionally, the site offers valuable information on the foodservice industry and gives you the opportunity to post your own comments on food related topics. We're always looking for ways to enhance the site so please call or email us with your recommendations.

REWARD CODE INVENTORY

Reward Code (label) orders require about three weeks from date of order to date of delivery. This allows time for processing, printing, quality control, and shipping. Please ask your plant personnel to track their label inventory carefully and ensure they have adequate inventory to keep labels on cases. We place label orders with our vendor every Monday morning for all Sponsor orders placed in the prior seven days. Avoid rush orders and higher costs by ordering in a timely manner. For questions related to label orders, please contact Ray Smith at 952-857-2061 or ray.smith@biworldwide.com.

NEW MARKETING MATERIALS AVAILABLE

New Foodservice Rewards marketing materials are available to help you promote your involvement in the Foodservice Rewards Program. Some of the new items include tradeshow banners, enrollment fliers and promotional buttons. For more details, go to FoodserviceRewards.net, click "Download Marketing Materials," then click "Materials Request Form." To place an order, complete the form on line or contact Mike Lucas at 952-844-4530 or michael.lucas@biworldwide.com.

NEW ETELLIGENCE™ REPORT

Up-Sell/Cross-Sell messages can be tied to any product in the program. When operators enter a Reward Code via the single code entry method, the Up-Sell/Cross-Sell message tied to that product is displayed. Not sure what Up-Sell/Cross-Sell messages you're using? Then go to etelligence and click on "Up sell Report" which provides a list of all up sell messages attached to your products. For more information on Up-Sell/Cross-Sell messages, go to www.FoodserviceRewards.net, click "Download Fact Sheets," and click "Product Set Up – Up Sell/Cross Sell."

Please don't hesitate to contact me with questions, comments, and ideas.