

## 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.



**FREE, EASY, REWARDING.**

Thank you for being a Foodservice Rewards® member!  
Enter the bonus code below by 3/31/2007 and receive **250 BONUS POINTS**, compliments of Nestlé® FoodServices.  
TJ45-J1J5-C57J

**250 BONUS POINTS**  
Brought to you by Nestlé® FoodServices.

**GREAT PERFORMANCE DESERVES GREAT REWARDS. EARN BONUS POINTS.**

Visit the new, easier to use Web site at [www.foodservicerewards.com](http://www.foodservicerewards.com)  
Log-in and click on "MY REWARDS" to learn more about exclusive Bonus Point offers from Nestlé® FoodServices.

**Sample Postcard: Customers Enrolled in Foodservice Rewards**



**FREE, EASY, REWARDING.**

As a new Foodservice Rewards® member you'll receive **500 BONUS POINTS** when you join by 3/31/2007, compliments of Nestlé® FoodServices.  
Just visit [www.foodservicerewards.com](http://www.foodservicerewards.com), click on "JOIN FREE" and enter the Enrollment Code below during Step 3 of the Enrollment Process:  
XXXX-XXXX-XXXX

**500 BONUS POINTS**  
Brought to you by Nestlé® FoodServices.

**GREAT PERFORMANCE DESERVES GREAT REWARDS.**

Foodservice Rewards is easy.

1. Continue to purchase foodservice products the same way you do now.
2. Peel off the yellow Reward Code labels found on participating product cases.
3. Earn valuable points when you redeem the Reward Codes online at [www.foodservicerewards.com](http://www.foodservicerewards.com).

**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.