



“ **Foodservice Rewards[®]**
is a good program
and it is easy to use.
The best thing about
it is that I can pass
the benefits on to my
employees and reward
them for their service. ”

*Sak Reeves, District Manager
China Rose
San Antonio, Texas*

Staffing challenges rank as operators' **#1 business issue**

according to the IFMA study *"Voice of the Operator"*



To help, 60 leading brands offer Foodservice Rewards®. It gives operators value rather than discounts as a competitive differentiator.

The result? The brands themselves enjoy higher margins, greater loyalty and account penetration.

To learn how to identify your best operators and provide value directly to them, please contact Tiger Beaudoin, V.P. of Coalition Marketing 952-563-2983 • tiger@biworldwide.com

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