

Tate & Lyle

joins the party!



- 7 Sponsors
- 190+ Products
- 11,000+ Caterers in the coalition
- 20 million+ Labels



EARN  Foodservice REWARDS

www.foodservicerewards.co.uk

Foodservice Rewards® welcomes Tate & Lyle

Tate & Lyle becomes the seventh manufacturer to join the party.

Ian Forrester, Category Executive, Tate & Lyle Sugars.

"This is the first time that Tate & Lyle has been involved in a loyalty programme for the catering industry, so the scheme needed to be strong and have great appeal to caterers. The coalition element of Foodservice Rewards was also highly appealing to us - the stronger the coalition, the greater the incentive for caterers to join. By joining forces in this way, foodservice manufacturers have access to a larger audience than they otherwise would have had.

Foodservice Rewards is an innovative scheme that will allow us to communicate cost-effectively with our end-user audience. This will enable us to accumulate valuable business intelligence, which will benefit our new product development"

**To learn more about Foodservice Rewards,
contact Alan Gray, Commercial Director - Coalition Marketing,
07776 248 748 or e-mail alan.gray@foodservicerewards.co.uk**



Field 1
Field 2
Field 3
Field 4
Field 5
Field 6
Field 7
Field 8

