

MAINESENSE

MAKING SENSE OF YOUR FOODSERVICE BUSINESS

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The 5 P's of Maines' Commitment to Customer Excellence

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PEOPLE

1

Our team is your team

The Maines corporate chefs, Chef Jake and Chef Eamon, have a wealth of foodservice knowledge and experience. They love to share their expertise and their passion for food. They work hard to provide custom menu advice, customer-pleasing and cost-saving recipes, and prep tips.

Designed with input from the Culinary Institute of America, the Learning Center at Maines is our way of going above and beyond for our customers. The Learning Center is a full-scale, state-of-the-art prep kitchen and instructional facility; it also functions as a 300-seat meeting facility – and it's all available to you! Customers can watch as the Maines corporate chefs and specialists lead demos, showcase new products, and offer hands-on instruction. Our entire team of specialists is available to meet with you in a single visit.

We've also assembled a team of produce experts comprised of industry authorities with decades of experience. The Produce Express team guides you through produce buying, ensuring you make the most of every dollar spent. The Produce Express team takes time to get to know you, your business, and your unique needs and then custom-fits a plan for convenient ordering. These seasoned professionals are also ready to share their inside knowledge of working with produce, offering presentation ideas, prep tips, and best practices.



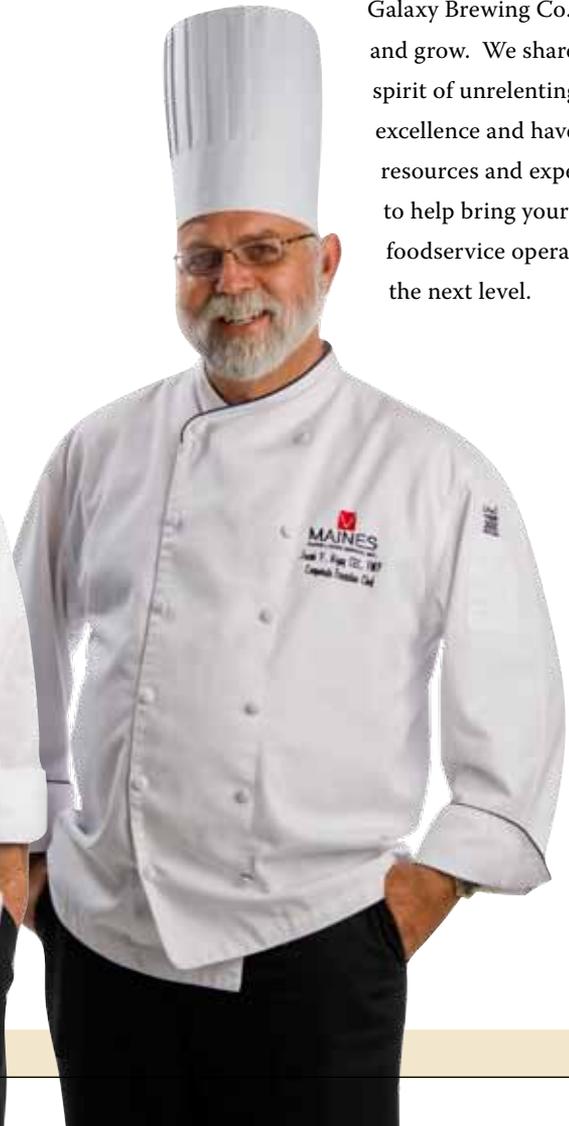
PARTNERSHIP

2

We're 100% committed to your success

At Maines, we view our relationship with you as a partnership. Your account manager alerts you of the latest product information, availability, and pricing and makes bottom-line boosting recommendations. Michael Weisel, managing partner at Galaxy Brewing Co., shared his experience of working with Maines: "Maines has been a big part of our success, helping us with food selections when we were starting up, providing us with some of the unique ingredients we needed for both the brewery and the kitchen, responding quickly if we ran out of ingredients, getting us equipment that we didn't anticipate needing, and helping us navigate systems and processes that we were unfamiliar with." Maines is honored to help operations like

Galaxy Brewing Co. flourish and grow. We share your spirit of unrelenting excellence and have the resources and experience to help bring your foodservice operation to the next level.



PRODUCE EXPRESS

3

The fastest and freshest route from field to plate

Produce Express may be affiliated with the nation's fourth-largest foodservice distributor, but our approach to customer service resembles that of a neighborhood produce company. And unlike other distributors, Produce Express welcomes orders of various sizes – from small fill-ins to large inventory requests. We offer a “No Middle Market” advantage. At Produce Express, we cut out the middle man and our produce moves direct from our partner farms to your door. We monitor quality at every step, and ensure a competitive value on every item because there's no additional mark-up from a wholesaler!

Produce Express ensures freshness and quality from the field to the customer's plate. It starts with the farms we partner with. They must meet stringent requirements for product integrity and consistency. Their produce is harvested at peak perfection, and shipped via our fleet of temperature-controlled trucks. To guarantee food safety and produce integrity, Produce Express participates in the Markon Produce Cooperative 5-Star Safety Audit Program. From daily field inspections and rigorous third-party audits to instructions for back-of-the-house produce storage and handling, the 5-Star program ensures that your produce stays fresh—and safe until it's served to the customer. As a Produce Express customer, you'll experience ultimate convenience with cutting-edge software for ordering, tracking, and receiving. Produce Express gives you access to a team of produce experts who can support you in presentation ideas, prep tips, and best practices. Seasonality and crop reports identify and give you an “insider” edge on what items to buy, and when.



PROFESSIONAL PLANNING

4

Maines arrives on the scene with a complete business toolbox

As a Maines customer, you'll work closely with a highly trained Maines account manager, customizing a foodservice plan based upon your unique needs. And this goes beyond food. Whether it is hiring, employee scheduling, inventory management, hygiene, or marketing, Maines is equipped with the answers to your questions. We love brainstorming solutions and improving commonly used restaurant systems.

Also, we are known for our menu-planning aid. Your menu matters more than you know. Research suggests that a redesigned menu can increase sales by at least 10 percent. Maines is your resource for engineering menus, designing templates, mobile marketing, and all that other good stuff that comes along with marketing your restaurant.

PRODUCT

5

Consistency and availability at MaineSource

Thousands of foodservice products and ingredients are available by the case and in individual quantities. MaineSource offers the freshest HACCP-certified, commodity-driven products in the foodservice industry at competitive prices. From national brands to in-house, signature lines, you'll receive top-quality products at the peak

of freshness from MaineSource. From farm-fresh produce delivered daily, to top quality USDA Choice meats, you can count on MaineSource to help keep your business running smoothly and your customers happy.

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Maines' Mission:

- To be the first-choice provider of quality foodservice products and services
- To provide exceptional customer service to attract and retain target customers
- To provide competitively priced, quality products through partnership with our suppliers
- To utilize technologies, equipment, and facilities to enhance productivity and customer service
- To attract, retain and empower associates

Did you know? Maines opened in 1919 as Maines Candy Company and sold nickel candy to local grocers. The average order was \$20 and first-year sales were \$30,000.



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