

A WIN-WIN SITUATION: THE CUSTOMER ADVANTAGE NETWORK LOYALTY PROGRAM



CUSTOMER
ADVANTAGE
NETWORK

As a restaurant owner, food costs are one of your highest expenses. Maines is giving you the chance to turn this expense into a profit opportunity with the launch of our Customer

Advantage Network Loyalty Program. This isn't a simple case rebate on one or two specific items: You earn cash back on every case of Signature Brand items. With 5,000 items from 30 Signature Brands to choose from, earning rewards is easier than ever.

“The benefits of this program are two-fold. First, Signature Brand products are often less expensive than comparable products yet deliver equal – or even higher – quality and performance levels. Second, you’re earning up to 40 cents back on every single case you purchase. This truly is a win-win opportunity,” said Signature Brands Specialist Jim Perri.

“The CAN Loyalty Program was developed to deliver even more profit to your bottom line. If you participate in the program and begin exploring the full product line, you’ll discover new products in addition to getting cash back. It’s like you’re getting paid to improve your operation,” added Jim Perri.

CASE STUDY: DELI BEATS OUT COMPETITION, INCREASES PROFIT WITH SIGNATURE BRAND COBBLESTONE MARKET

A deli in upstate New York went from average to exceptional by taking full advantage of the Cobblestone Market line of deli products including ready-made soups and salads, meats and cheese, and even special deli packaging. The deli promoted the Cobblestone Market product with branded signage, ceiling danglers, stick-ons in the deli case, and aprons and hats for the staff. In addition to offering a better product to their customers, which increased sales, the deli qualified for the 40 cent per case rebate.

ADD IT UP! IT'S EASY TO START EARNING CASH BACK*

FOR CUSTOMERS WITH ANNUAL SALES OF \$125,000 OR MORE WITH MAINES

\$200,000 Annual Buy, Average Case
Cost \$31 x 6451 Cases. If 30% of these cases are Signature Brand cases (1935 cases)
x .40 rebate per case = \$774 Annual Rebate

You Earn .40 cents per case of Signature Brands Ordered

FOR CUSTOMERS WITH ANNUAL SALES OF \$75,000 OR MORE AND LESS THAN \$125,000 WITH MAINES

\$120,000 Annual Buy, Average Case
Cost \$31 x 3870 Cases. If 30% of these cases are Signature Brand cases (1161 cases)
x .25 rebate per case = \$290.25 Annual Rebate

You Earn .25 cents per case of Signature Brands Ordered

*CAN Loyalty Program will be paid by semiannual credit. Customers must have an active and current account with Maines at the time of pay out to be eligible. Any product returns that result in a change of the earned incentive amount will be accounted for in the semiannual disbursement. CAN Loyalty Program may or may not be applicable with other programs. Please consult with your Account Manager for details. Credits will be issued biannually in January and July.

CUSTOMER ADVANTAGE NETWORK (CAN)

Customer Advantage Network (CAN) is a newly launched program that provides you with rebates for products purchased that are part of the program.

You now receive more rewards, faster, and with more transparency than ever before – all with no change to your existing purchasing habits. You simply continue making your regular purchases.