

# AdvancePierre Foodservice FOCUS



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## WINNING & DELIVERING

### Brisket Success Story



**Gary Gist**, Regional Business Manager in the Southeast Zone, reports a significant sales success at Sysco Atlanta. Gary took the initiative to foster a relationship with this new *Certified Angus Beef®* brand licensed distributor after receiving a lead from the *Certified Angus Beef®* Annual Conference notes. After the conference, Rhobb Walter gave Gary the cue to execute the AdvancePierre **Plan to Win** for this account. Gary was able to sell several AdvancePierre products to an enthusiastic Sysco Atlanta. They ended up converting from Hormel's AUSTIN BLUES® brisket to our *Certified Angus Beef®* Brand Fully Cooked Hickory Smoked Whole Beef Brisket, Unsliced (19413).

**Perhaps there are other licensed distributors out there willing to convert to our brisket. Please find out!**

Gist credits the following for his success :

- Establishing the new relationship and leveraging the *Certified Angus Beef®* brand
- Listening to the customer's request and meeting the need
- Exceeding expectations—APF's *Certified Angus Beef®* brand brisket has a lower price and better quality
- Doing the work for a successful cutting

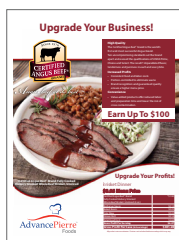
Sysco Atlanta plans to buy approximately 50,000 pounds of brisket. They also picked up the *Certified Angus Beef®* Brand The PUB® Flamebroiled Beef Steak Burger, the new *Certified Angus Beef®* Brand *Steak-EZE® BreakAway®* Marinated Sirloin Philly Steak and the *Certified Angus Beef®* Brand Country Fried Steak.

Great Job, Gary!

### *Certified Angus Beef®* Promotion and Price Decrease



Gary sure has proved that our distributors want our brisket, so in an effort to strike while the iron is hot, we have significantly decreased the price. There is also an enduser rebate available. Take advantage and sell more CAB® Brand Fully Cooked Hickory Smoked Whole Beef Brisket, Unsliced (19413) and Sliced (19423) to help recapture sales lost after losing a large chain account for this item. This item is only available to licensed distributors. Please be sure to download all the sales tools available to guide you in making conversions.



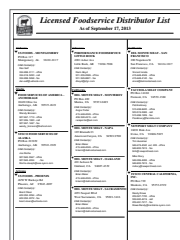
CAB® Brand Hickory Smoked Whole Beef Brisket **Rebate** (68068)



CAB® Sysco Brisket **Rebate** (68067)



CAB® Brisket **POS** (21182)



CAB® Licensed Distributors **List**