

# Shamrock Foods First to Market Promotion

The *PUB*® Angus Gold Chopped Beef Steak and *Tenderbroil*® Premium Turkey Pattie Allowances, Coupons, SPIFFS, Blitzs, Kits, Direct Mail, Operator Marketing Materials & Burger Cart Expo Support

## **DSR SPIFFs**

Offer: \$5 DSR SPIFF

Featured Items: The *PUB* Angus Gold Chopped Beef Steak, *Tenderbroil* Premium Turkey Pattie

Action: RSM should set up and establish start and end dates. These dates should be division specific and coincide with food shows.

Time frame: Days 1-90

Offer: \$2 DSR SPIFF

Featured Items: The *PUB* Angus Gold Chopped Beef Steak, *Tenderbroil* Premium Turkey Pattie

Action: RSM should set up and establish start and end dates. These dates should be division specific and coincide with food shows.

Time frame: Days 91-150

## **Off Invoice Allowance**

Offer: \$3 Off Invoice Allowance

Featured Items: The *PUB* Angus Gold Chopped Beef Steak, *Tenderbroil* Premium Turkey Pattie

Action: RSM should set up and establish start and end dates. These dates should be division specific and coincide with food shows.

Time frame: Days 1-90

## **BOGO Coupon**

Offer: Buy One, Get One Free for any combo of products

Maximum Earnings: \$60

Action: RSM should present the coupon to Shamrock Foods Available at STP or ordered through marketing services.

Featured Items: The *PUB* Angus Gold Chopped Beef Steak, *Tenderbroil* Premium Turkey Pattie

Time frame: September 1 through December 31, 2013

## **Bounce Back Coupon**

Offer: \$5/case

Maximum Earnings: \$100

Action: RSM should present the coupon to Shamrock Foods Available at STP or ordered through marketing services.

Featured Items: The *PUB* Angus Gold Chopped Beef Steak, *Tenderbroil* Premium Turkey Pattie

Time frame: September 1 through December 31, 2013



**BOGO Coupon - IMA579013**



**\$5 Bounce Back Coupon - IMA579213**



## Custom Sell Sheet

**Featured Items:** The PUB® Angus Gold Chopped Beef Steak, Tenderbroil® Premium Turkey Pattie

**Action:** Available on STP to print locally or can be ordered via marketing services to be printed and shipped from Enid.

## Market Blitz

**Featured Items:** The PUB Angus Gold Chopped Beef Steak, Tenderbroil Premium Turkey Pattie

**Action:** RSM to review with Shamrock branch opportunities. Dedicated, targeted calls with additional APF sales support.

**Time frame:** September 9 start



Custom Sell Sheet - IMA579313

## Sample Kits

**Featured Items:** The PUB Angus Gold Chopped Beef Steak, Tenderbroil Premium Turkey Pattie

**Action:** RSM to review with Shamrock branch opportunities and sampling needs. RSMs and brokers to decide how they want to handle the sample kits.

**Time frame:** September 9 start

## Direct Mail/E-mail Blasts

**Offer:** Artwork is created to send operators

**Action:** RSM to review with Branches and develop a targeted list of customers. Names and address/e-mail address needed.

**Featured Items:** The PUB Angus Gold Chopped Beef Steak, Tenderbroil Premium Turkey Pattie

**Time frame:** September 9 start



Direct Mail/E-mail Blast  
Coordinate with Jeff Payne

## Burger Cart Expo Support

**Offer:** Burger Cart at all expos with customized Shamrock signage

**Action:** RSM should coordinate with the branch to secure space for the cart.

**Time frame:** All expos;

September 11, 2013 Albuquerque, NM

September 18, 2013 Phoenix, AZ

October 2, 2013 Chino, CA

October 8-9, 2013 Aurora, CO

## Operator Marketing Support

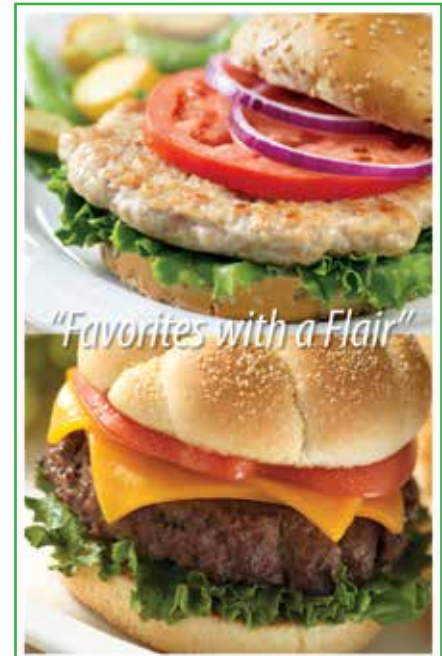
**Featured Items:** The PUB Angus Gold Chopped Beef Steak, Tenderbroil Premium Turkey Pattie

**Action:** Posters and table tents available to operators identified by sales. Available in one or both proteins. Coordinate through Jeff Payne with quantity and address.

**Time frame:** Developed as needed



Table Tents  
3"x5" folding



Posters - 11"x17"

