

National Comfort Foods Marketing Toolkit, October 2013



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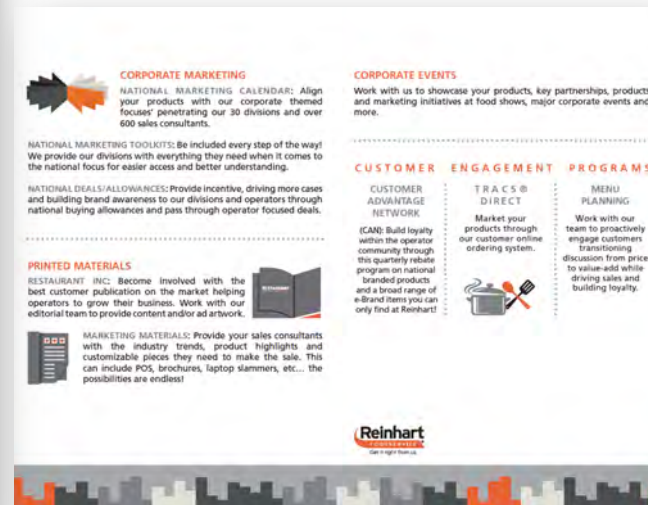
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Focus Overview

As the last days of summer fade away, the temperatures drop and the days become shorter, customers switch from lighter fare to those meant for comfort, with rich flavors and memories of simpler days.

From bar fare to kickoff football season, to dishes showcasing seasonal produce and rich sauces, lets give our operators innovative ideas to update their menus and highlight their specials board. Work with us to promote the classics, put a twist on new favorites or present ideas that work across all segments..

Use our Comfort Foods focus planning sheet with your vendors at the local level in order to showcase the different platforms Reinhart offers when planning around promotions and national focus. And don't forget about our supplier guide highlighting, in detail, the different initiatives available.



Goals & Objectives

Overall COP Focus Goals & Objectives

- Focus attention on EB Entrees and Soup products, quality and great pricing
- Create opportunity for sales to present products to operators in the field
- Improve vendor partnership through marketing efforts on EB and MB
- Increase EB penetration
- Grow sales

PROMOTE NEW EB ITEMS

- KK Frozen Entrees (Jack Mac & Cheese, RFS# M3946 and Traditional Lasagna w/Sausage, RFS# M3892)
- CM RTC Soups (White Bean Chicken Chili, RFS# 13014 and Creamy Tomato Basil Bisque, RFS# 13016)

Flyer Template



Comfort Food

As the last days of summer fade away, the temperatures drop and the days become shorter, customers switch from lighter fare to those meant for comfort, with rich flavors and memories of simpler days. Let Reinhart help to you put a twist on new favorites.

Reinhart
FOODSERVICE
Get it right from us.

Brand
Description & Details

Pack Size XXXXX
\$0.00 off/cs

Effective Dates: rhdelivers.com
tracsdirect.com

Customize your flyer from the list of items chosen specifically by our Category Team (see product listing piece).



Comfort Food

From bar fare to kickoff football season, to dishes showcasing seasonal produce and rich sauces, Reinhart provides innovative ideas to update menus and highlight specials.

Ask your Reinhart Sales Consultant for more information on our Exclusive Brand offerings!

rfsdelivers.com | tracsdirect.com



Effective Dates

Make sure to update your laptop slammer allowing for easy conversation starters with customers!

Extras_DIV Incentive (Buying Allowances)

During the Comfort Food promo, there are many buying allowances for DIV to participate in (reference spreadsheet “Comfort Foods Merchandising 2013FINAL” on SharePoint for all the details).

Manufactured Brands:

1. \$3.00/case on selected products from Aryzta (dinner rolls, French baguettes, garlic loafs, Ciabatta sandwich rolls, and much more)
2. \$.075 and \$1.00/case on selected products from Bridgford Foods (sweet rolls, buttermilk biscuits, monkey bread, and much more)
3. \$.03/lbs on selected Lamb Weston products (sweet potato fries and more)
4. \$1.50/case on selected NORPAC soups (cream of potato, chicken enchilada and more)
5. \$.50/case on selected Pinnacle Foods (bagels)
6. \$3.00/case on stuffed chicken cordon bleu from Advance Pierre

Exclusive Brands:

1. Eagle Ridge: \$0.10/case on selected products from Calumet (pork chop center cuts, pork tenderloin, and more)
2. Cobblestreet Market: \$1/case on new soup items (white bean chicken chili and creamy tomato basil bisque) from NORPAC
3. Villa Frizzoni: \$2.00/case on frozen pasta items from Rosina

Extras_SC Incentive (RFS Rewards)

Make sure to earn as many RFS Rewards points during the month of October and in some cases beyond, pushing our exclusive brand products (reference spreadsheet “Comfort Foods Merchandising 2013FINAL” on SharePoint for all the details or visit rfsrewards.com).

RFS Rewards

1. Katy’s Kitchen & Villa Frizzoni Frozen Entrees: Earn 1000 pts/case sold on Mac & Cheese products (RFS# 22754, RFS# M3946) and 500 pts/case sold on all remaining EB entrée cases sold (RFS# 22748, 22724, 22780, 22788, 22778, 22818, 22826). Points are rewarded on NEW BUSINESS ONLY (new business = not sold to 90 days prior to promo start date).

EARN ADDITIONAL POINTS: You will receive 200 pts/case on all EB entrees between 10/6/13 and 11/2/13 BUT to qualify for points you must sell a minimum of 3 cases of new product (RFS# XXXXX, 22754 or M3946) to 5 new customer.

2. Cobblestreet Market Soups: Earn 200 pts/case on the new products (RFS# 13014 and 13016) from 10/6/13 to 11/2/13.

3. Maple Leaf: Earn 200 pts/case on new pretzel bun products (RFS# 38296, C7858, C7874, C7860, AV356).

4. Pinnacle Foods: Earn 200 pts/case on selected bagel products (RFS# 67072, 63022, 60112, R5428, 60478, 92386, 61684, 67070, 67232, B7650).

Extras_Operator Incentive (Rebate)

Tell your customers about our great products and they will receive incentive too (reference spreadsheet “Comfort Foods Merchandising 2013FINAL” on SharePoint for all the details).

Operator Rebates

1. Armanino: \$5/case on select items (coupon available).
2. Maple Leaf: \$.50/case on select items (off invoice) AND all CAN customers can participate above the \$1 they receive with that program.
3. Sara Lee: \$2/case on select items (coupon available).
4. Sara Lee: \$5/case on select items (coupon available).
5. Sara Lee: \$10/case on select items (coupon available).
6. Windsor: \$2.50/case on select items (coupon available).
7. Brigdford Foods: Case On Us coupon (coupon available).

Extras



RECIPES FOR BRICKFIRE ARTISAN BREADS

VETERINARIAN STYLE PORK CHOPS & CORN BREAD
with Sautéed Kale, Pickled Jalapeños & Cilantro

PIZZO ROUNDO
with Fontina & Kale

BLACK & BALSAMIC BOURBON

For the Sandwich:
2 1/2-inch pieces of **Brioche Buns**
1/2 cup lettuce
1/2 cup tomato
2 slices sliced apple
2 slices pepper jack cheese, halved
8 slices sliced cucumber
4 slices Swiss cheese

For the Sandwich:
Custard
1 egg yolk
2 slices sliced apple
2 slices Swiss cheese
1 slice pepper jack cheese
8 slices Swiss cheese

2015 © 2015
Recipe #1421

Place a sandwich on one stack from your new medium low bun and add the rest of the ingredients on the other stack and top with your favorite dressing. Let the sandwich sit on the bottom half of the bun for 30 seconds to allow the ingredients to meld together. Then place the sandwich on a hot skillet or grill to toast the cheese. Remove the sandwich from the skillet and top the chicken side with the cucumber, jalapeño sauce and cheese sauce. Sprinkle the sandwich with the pickled jalapeños, top the sandwich to heat and serve immediately.

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All Natural Marinated Pork Chops

See back page for delicious recipe

Distributed by Reinhart Foodservice (Reinhart, IL 60018)

Your Bakery is a Variety to Serve all

Og Trans Fat

Bridgford

The Fresh-Baked Idea Company




GOURMET CAKES
a sight to be devoured

Bistro COLLECTION

Frozen Year Fully Baked Heat & Serve Fully Bake

new on-trend flavors



Hillshire Farm

American & Ethnic Sausage LTO Menu Ideas
Creative Applications for Fall Menus

Frozen Year Fully Baked Heat & Serve Fully Bake

October Fest
Cooks at Home with FREE Heated Recommendations
GAMING TIME!

Use these helpful recipes and POS material when pushing the Comfort Food items during October.

The primary focus is around our Entrees and Soups!

AND... our October edition of Restaurant Inc is all around comfort meats (issue to be released to DIV early October).

All materials are on SharePoint.



Reinhart FOODSERVICE
Get it right from us.

Comfort Food

INTRODUCING 2 NEW SOUPS

Reinhart is sure to help you present your customers with the best in favorite comfort foods. Don't forget our new Cobblestreet Market™ soup flavor. Kickstart frozen entrees.

rhdsales.com | trapi@reinhart.com

COBBLESTREET MARKET

Material Access

The screenshot shows the Reyes Holdings Intranet homepage. The header area, highlighted by a red box, contains the Reyes Holdings logo and the text 'Reyes Holdings Intranet'. Below the header, there is a navigation bar with 'Home', 'Reyes Beverage Group', and user information. The main content area features a news feed with several articles, including 'Windy City Distribution Joins Reyes Beverage Group' and 'Fox News Covers - Craft Beer Boom in Chicago'. A sidebar on the left lists various departments like Finance, HR, and IT. On the right, there are sections for 'Contact Details', 'People Search', 'VIC YOUR INFORMATION HANDYMAN', and 'Corporate Links'. A table of newsletters is also visible, listing types like 'IT Insider' and 'TechBrief'.

All toolkit files will be updated regularly and uploaded to the Marketing folder on SharePoint.

Homepage SharePoint -> Reinhart -> Marketing -> Corporate Promotions_Focus -> Q4 Oct 2013 -> Comfort Foods

Key Contacts

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