



Stimulate Appetizer Sales with Free POS and Business-Generating Tools

Sysco Provides the Support You Need to Succeed

Take your game to the next level and realize your full profit potential with Sysco. A leading provider of appetizers and potato products, Sysco provides assistance 24/7 through the Appetizer Hotline at 800-438-5966. You can also visit www.SyscoAppetizers.com for the latest support and product information or to join the Insider's Club. As an Insider's Club member you are eligible for a host of unparalleled support and business-building tools geared to improve sales and enhance customer loyalty--all while earning rewards for product purchases.

Buy More, Earn More--Up to \$1,600 Cash Back Annually

The Insider's Club rewards you for your purchases of qualifying Sysco and McCain appetizers and potatoes*. Featuring a 3 tier level reward system, members can earn up to \$1,600 cash back annually and up to 400 promo store points annually for serving ware and waitstaff incentives.** With low case requirements, you can start earning the rewards you deserve with a minimum of 3 products and 7 cases each. All levels have access to the unsurpassed business support and tools, including customizable POS and free samples.

Get Free Customizable POS through The Customizer Live® Plus

Online and interactive, The Customizer Live® Plus program creates custom, high-quality table tents,

menu inserts and menus with your own messaging. Choose from an assortment of eye-catching background designs and photos. Or, personalize your advertising with your own product photos and logo. Creating POS online is fast and simple with user-friendly instructions. You can even preview your artwork in real time as you make changes. With a few clicks of a mouse you can produce POS to merchandise new menu offerings, drive more impulse sales, feature high margin items and advertise specials--all delivered directly to your door.

Try Before You Buy with Samples Express®

With Samples Express® you can try before you buy--at your convenience! Sample products are shipped directly to your doorstep. You can even request samples of Sysco's new Global Bites™ appetizers to determine the perfect culinary adventure for your menu.

Get started today

Sign up today and start earning rewards through the Insider's Club. Access to benefits begins at enrollment so visit www.SyscoAppetizers.com, click on the area for operators on the homepage, and start boosting your sales with great tasting appetizers, potatoes and Sysco know-how. For more information contact your MA.

* Qualifying products: McCain® branded appetizers (excluding Grabitzers®), Sysco Imperial appetizers, McCain branded potatoes (excluding line flow). Sysco brand potatoes are excluded from the program.

** Two redemption periods per year; August – December, February – June. Submissions must be received/post-marked by January 31, 2012 and July 31, 2012 to be redeemed. Offer valid for non-chain foodservice operators only.