



Taste the Peak!®

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628-7325

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VeggieDip™ Marketing Information

Nature's Peak Demonstration / Promotion Plan

Nature's Peak will work with your store(s) to launch a promotion of the product line when first acquired. We will plan periodic promotions to maintain customer interest. We can set up a table in your parking lot, or at the entrance, or inside the store whichever is most feasible and convenient. We will use a banner backdrop along with point-of-purchase displays.

We will provide the foods for dipping, including steamed artichokes and raw vegetables, and sandwich and salad samples made with VeggieDip. We supply the sauces for the sampling, along with promotional flyers.

Our experienced staff will entice shoppers to try the products and purchase them for the enjoyment of the entire family. A central goal for Nature's Peak is to help kids adopt a lifelong appetite for vegetables!

Successful Merchandising Tips for VeggieDip™

The VeggieDip product line lends itself to co-marketing with other products and grocery departments exceptionally well. The sauces work for Dipping, Spreading and Topping.

VeggieDip promos conducted by Nature's Peak staff will use some of these tips. However, grocers who find themselves with an over-abundance in certain types of produce can set up a promo of their own and increase produce sales!

- *Set up a table in the produce department and feature seasonal produce and focus on current seasonal vegetables, along with artichokes.*
- *Set up a table in the deli department and feature sliced meats and sandwich breads, using VeggieDip as the spreads; feature potato and macaroni salads made with VeggieDip instead of mayonnaise; feature cooked artichokes and chilled vegetables like asparagus or green beans using VeggieDip as a sauce.*
- *Set up in the bread and crackers aisle and make snacks and finger sandwiches using VeggieDip as a topping.*

Wholesale Costs

Wholesale costs are \$46.80 per case of 12 jars, terms Net 30

There is a 2% discount for payments received in less than 10 days (2% Net 10)

There is a 3% discount for COD or CIA payments (3% COD/CIA)

Suggested retail price is \$5.99

Ordering and Taking Delivery

There are many convenient ways you can place orders for Nature's Peak products.

- **Call us at 1-800-NAT-PEAK (1-800-628-7325)**
- **Call your local representative or food distributor directly**
- **Email us your request to sales@naturespeak.com and we'll send a confirmation email.**

You will receive **FREE** delivery if you order more than 24 cases, any combination of product.

Delivery will be made by ground freight, either COD or invoiced.

Alternately, a Nature's Peak representative will personally deliver the order.

Media Support

Nature's Peak will advertise your store as a new retailer on our website. We will issue a press release to local newspapers business and food sections, to food and cooking magazines and to food trade journals. Your store will be mentioned in media interviews and selected advertising in the company's marketing campaign.