

You **CAN** have it all.

CAN is an operator loyalty program for top independent food distributors in the United States.

More rewards, faster and more transparency than ever before.



What's in it for **YOU?**

CAN is a simple incentive program that provides opportunities for:

Foodservice Operators

Complements procurement practices, offers cost savings through discounts, rebates and value added services.

Manufacturers

Value added services promote sales growth of selected foodservice manufacturers' brands and enhance the market share for those brands.

Foodservice Distributors

Programs ignite sales growth and increase market share, providing a tool to defeat competitive threats from other entities.

Customer Advantage Network

A simple, proven program for suppliers and operators:

- **Direct payment**
- **Focused on operator and supplier success**
- **More for the operator**
- **More for the supplier**
- **No administrative 3rd parties**

LOYALTY.

It's all about

CAN drives operator loyalty toward products available from the nation's largest independent food service distributors.

CAN creates loyalty to both the distributor and supplier partners. Operators receive information on products available in the program and either switch to, or stay with those products.

CAN fosters loyalty with its supplier partner commitment that translates to:

- Enhanced position as strategic partner to member distributors
- Transparency
- Only cream of the crop participation with high value street accounts
- No administrative third parties
- No double dipping of allowances
- Moving more cases
- Proven results

Why we **LIKE** it.

Insight into the advantages gained by participants in the **CAN** program.

Long-time Platinum IMA Vendor

"This is quite simply the best vehicle for us to promote our brand products to operators serviced by IMA members.

CAN provides allowances for both national and Exclusive Brands that provide operators a choice of products for many product categories.

In addition to its low operating costs, there are good products in inventory since **CAN** partners with only IMA members and features only IMA approved SKU. There is minimal administrative time for operators; allowances are tracked by IMA members and **CAN** and paid monthly. This is unlike other loyalty programs that have a log time to track and pay out allowances to operators."

Schreiber Foods

"**CAN** is easy to set up, easy to manage and easy to reconcile payments to operators/distributors.

The variety of items is plentiful; every operator should find a few items in the program offering that fit their needs. **CAN** also provides an incentive for operators to try something new.

The program is fluid and suppliers work to add on trend items to keep the program current and exciting."

Long-time IMA Distributor Member

"I have been a member of **CAN** since it started and have seen it transformed into a highly effective, aggressively used program.

There are many advantages for manufacturers, distributors and sales reps. **CAN** offers rebates to customers, allowing the customer to get the best deal available. The **CAN** rebate program helps distributors get more money back and they feel better about the price. When you gain assurances that you have the best program price, this leads to credibility. Loyalty and credibility go hand in hand.

The Exclusive Brands are an advantage because there are many rebates on these products. For a manufacturer, this is an opportunity to promote and sell key products. For a distributor, there are extra discounts, facilitating price competition. Programs like this help us compete with non-traditional distribution channels. In the end, what we all want is to keep and grow our customers and **CAN** can help us do that."



CAN is designed for you. It's up to you how you use it.

CAN offers you the power to use your rewards in a way that best fits you and your business.

CAN is a unique opportunity for you to help grow your business with key customers. Take advantage of the benefits and you will gain an advantage in the marketplace.

CAN puts more money into your own pocket. **Where it belongs.**

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