

## “CATCH OF THE DAY” PROMOTION

We are currently offering discounts on our “Catch of the Day” products for Lent.

Eligible items include catfish fillets, catfish & crawfish nuggets, tilapia, frog legs, popcorn shrimp, butterfly shrimp, and hushpuppies.

This promotion runs from February to April.

Please review the “Catch of

the Day” flyer delivered with your invoice for pricing, then call our office with the item number and quantity you would like to order.

Take advantage of lower pricing while you can!

Happy Easter!!



Our “Catch of the Day” products and price list.

Our website is coming soon!!



“Wholesaler of Products and Equipment to the Food Service Industry Since 1976”

Our Address:  
4800 S. Spoede Ln.  
Warrenton, MO 63383

Contact Us:  
Phone: 800-970-7156  
Fax: 636-456-5490  
E-mail: info@haysfood.com

We are a proud distributor of the following products!



## MARKETING YOUR CHESTER'S BUSINESS

VOLUME I, ISSUE I

MARCH 1, 2008

Chester's introduces Local Store Marketing (LSM) monthly promotions....

- Please review the 2008 Marketing Plan insert and mark your calendar for order deadlines.

### AVAILABLE MARKETING/ADVERTISING ITEMS

Marketing and advertising are key to the success of your Chester's business. We have numerous marketing and advertising items available to all of our customers.

The new LSM materials can help increase store sales year to year. The goal of continued LSM is to keep Chester's top of mind among customers, generate increased store traffic and visit frequency, and increase the average ticket for customers at your Chester's location.

Other materials available include: Chester's Chicken Suit, Chester's Truck, posters, bag stuffers, door hang-

ers, t-shirts, aprons, custom banners, punch cards, coupons, balloons, crayons, coloring pages, templates for newspaper and radio advertising, and carry-out menus.

The Chester chicken suit and truck are available at no cost, however they do need to be available and reserved.

Pricing for items such as posters, door hangers, bag stuffers, t-shirts, aprons, and custom banners are listed in this issue.

Newspaper and radio advertising will vary, check with your local newspapers and radio stations for rates. We can provide templates for newspaper ads and scripts

for radio advertising.

We also have a carry-out menu template that we can customize based on your store information. As a Chester's customer you can receive color, double-sided copies for \$.25 each.

Please read the “Chester's Carry-Out Menu” section of this newsletter for additional details on menus.

We hope you find the information in this newsletter very useful. If you have any feedback or would like to suggest topics for our next issue, please e-mail info@haysfood.com



Available marketing materials displayed in our showroom



### Inside this issue:

Pricing for LSM Monthly Marketing Materials	2
Customer Appreciation Days	2
Customer Banners	2
Newspaper Ads	3
Chester's Carry-Out Menu	3
Chester Chicken Suit	3
“Catch of the Day” Promotion	4

### 2008 MARKETING PLAN

Besides the quarterly POP materials you already receive at no charge, Chester's has introduced monthly LSM promotion materials. These items are available for purchase on a monthly basis.

Available materials include counter posters, door hangers, catering labels, coupons, and bag stuffers which are

customized with your store information.

We are now accepting orders for the May promotion, Crazy 8—8 pc mixed chicken \$8.99. You can order materials for May until March 14, 2008.

Please review the insert for the remaining months of the

year to decide which items you would like to take advantage of.

Please call our office if you have any questions or to place your order.

MARKETING YOUR CHESTER'S BUSINESS

PRICING FOR LSM MONTHLY MARKETING MATERIALS

Monthly Promotional Kits include 200 bag stuffers, 100 door hangers, 1 poster, and shipping & setup charges. Some months include catering labels and coupons. Materials can be purchased as a kit or individually for the price below + shipping & set up charges.

Posters—\$.88 Each

Bag Stuffers (200) - \$14.19

Door Hangers (100) - 25.33

Coupons (200) - \$14.19

Catering Labels (50) - \$9.38

Serving Breakfast Window Cling (1) —\$12.00

May LSM Promo Kit-\$68.90  
(Includes 1 poster, 200 bag stuffers, 100 door hangers)

June LSM Promo Kit-\$68.90  
(Includes 1 poster, 200 bag stuffers, 100 door hangers)

July LSM Promo Kit-\$68.90  
(Includes 1 poster, 200 bag stuffers, 100 door hangers)

Aug. LSM Promo Kit-\$103.09  
(Includes 1 poster, 200 bag stuffers, 100 door hangers 200 Chicken Biscuit Coupons, 200 BOGO Chicken Biscuit Coupons, 1 Window Cling)

Sept. LSM Promo Kit—N/A  
Items must be purchased individually—posters, catering labels, bag stuffers, & door hangers are available

Oct. LSM Promo Kit-\$68.90  
(Includes 1 poster, 200 bag stuffers, 100 door hangers)

Nov. LSM Promo Kit-\$68.90  
(Includes 1 poster, 200 bag stuffers, 100 door hangers)

Dec. LSM Promo Kit-N/A  
Items must be purchased individually—posters, catering labels, bag stuffers, & door hangers are available.



Our Chester's truck and chicken suit at a Customer Appreciation Day.

CUSTOMER APPRECIATION DAYS

A Customer Appreciation Day should be another part of your yearly marketing plan. It's a great way to build relationships in your community and thank your customers for their continued support. This is also a great time to increase traffic & sales in the deli.

Simply answer the five w's and contact our office within 30-60 days before your planned

event with the details. We can help with any promotional items you need and we will check the dates & reserve the chicken suit and truck, if available.

**The Five W's**

**Who** are the key employees needed to make this happen?

**What** items will be on special? (bone-in chicken, tenders, livers/gizzards, etc.)

**When** will this happen? (date & time)

**Where** will this happen? (inside your location)

**Why** are we doing this? To thank your customers & increase deli sales.

If you need any help please contact our office, we will be happy to help you with your plan.

CUSTOM BANNERS

Custom banners vary in pricing depending on your specific needs. Most banners can be made for under \$200.00.

Banners can be used for special events or particular specials related to Chester's Chicken.

Banners can attract customers that may not know about your chicken business.

Some areas require a permit to display a banner. Check

with your city hall for rules and regulations.

Please allow 4-6 weeks to complete your banner. Call our office to discuss in detail.



This design was used for a custom banner that is displayed on a regular basis to promote a liver/gizzard special.



This design was used for a custom banner and a poster for a Customer Appreciation Day.

NEWSPAPER ADS



Example of a 2 for Tuesday newspaper ad template

To target customers who read the local newspapers, place an ad announcing a special offer or featured product in your deli.

How it works:

- Request the Chester's Newspaper Ad template from Hays Food Systems.
- Contact your local newspaper that serves the neighborhood around

your store for information and rates.

- Determine the dates the newspaper is printed and when you plan to run the advertisement.
- Provide the ad template to the paper along with information specific to your store.
- Request a proof be sent to you for review/approval.

- Save a copy for your files
  - Send us a copy and tell us how it went.
- Call our office to discuss template options.

CHESTER'S CARRY-OUT MENUS

Chester's Carry-Out Menus are designed to target local businesses, schools, and community facilities within 5-10 miles of your Chester's location.

Make a list of local business, schools, and community facilities within a 5-10 mile drive from your store and spend an afternoon delivering to these locations.

Menus also make a great

handout for your current customers to take home.

As a Chester's customer you will receive a free brochure holder when you place your first order. Color, double-sided copies are \$.25 each!

To create your menus we will need information specific to your store.

How it works:

- Provide store information

- We customize your menu
  - We give you a copy for review/approval.
  - We make & send copies via your normal scheduled delivery.
  - Re-order on the order guide
- If you're interested call our office to get set up .



The front side of the "brochure-style" carry-out menu.

CHESTER CHICKEN SUIT

Our newest Chester Chicken Suit comes complete with an operator manual and a cooling vest! The head also has a battery powered fan! Customers that have used the older chicken suits will really appreciate these new features!

When you plan to use the chicken suit, remember these tips:

- Plan to have an assistant accompany the person wearing the suit.

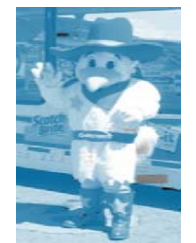
- Ideal height is 5 ft. 9 in. , small to medium build
- Wear a lightweight t-shirt, shorts or pant, and clean socks.
- To prevent stains, restrict drinking while in costume to water or clear drinks
- A 15 minute break every 30 minutes is recommended. This will vary with temperature conditions and individual en-

duration level.

- Be creative and have fun with your audience!

Please read the Chester's Operator Manual for additional performance tips and complete instructions.

Call our office to check availability and make reservations.



One of our Chester Chicken suits