

The Rich Rewards of the



REACH for a REFILL!

PROGRAM

HOW IT WORKS

With this turnkey program, customers can order a thermal pot of MAXWELL HOUSE coffee for the whole table! In addition, every customer at the table can be given a frequency card to earn a FREE pot of coffee.

BENEFITS

The Maxwell House 'Reach for a Refill' program:

- Generates repeat visits
- Increases party size when customers bring friends
- Saves wait staff time and labor
- Increases customer satisfaction
- Eliminates the wait for refills

MAXWELL HOUSE Coffee

- Delivers the right signature blend of high-quality beans, expertly roasted and beautifully balanced to satisfy traditional coffee drinkers with a consistently rich, full-bodied flavor
- Americans widely recognize the traditional "MAXWELL HOUSE blue" and the cup-and-drop logo, along with the "Good to the last drop®" slogan

See reverse side for ordering details of your merchandising kit and MAXWELL HOUSE 'Reach for a Refill' thermal pots!





REACH for a REFILL!



To take advantage of the 'Reach for a Refill' program, simply complete the information below and fax/mail it back... it's that easy!
Note that payment is due prior to shipment of order.

ORDERING INFORMATION

Description	Order Quantity	Cost	Total Cost
Merchandising Kit	_____	\$0	\$0
Maxwell House Thermal Pot (12 pots/case)	_____ Cases	\$117 per Case	\$_____
			Total Due \$_____

Note: Shipping & handling charges included in price. Please allow 4-6 weeks after receipt of order for materials to arrive. Express shipping is not available. Kraft reserves the right to limit quantities and end this promotion at any time. Offer good while supplies last.

Account Information (please print)

Establishment Name _____

Street Address _____

City _____ State _____ Zip _____

Contact Name _____

Position _____

Phone _____ Fax _____

Chain Affiliation _____

E-mail Address _____

Distributor _____ City _____ State _____

Agreement: The undersigned, as an authorized representative of Operator, agrees that Operator will participate in the Kraft® "Program" and will comply with all aspects of the program as noted above, and any written promotional materials made available to Operator. Operator also agrees to assume full responsibility and liability for the proper execution of the subject program. Operator further agrees to serve only Kraft branded products in conjunction with these materials.

Authorized Signature _____ Date _____

Kraft Sales Rep. Name _____ Region _____ Phone _____

Payment Options

Check Enclosed - Make check payable to Kraft Foods North America, Inc.

Mail check to: Maxwell House 'Reach for the Refill!' Program,

P.O. Box 720, Hudson, WI 54016-9975

Credit Card (check one) MasterCard Visa

Card Number _____ Exp. Date _____

Cardholder Name (please print) _____

Signature _____

For credit card orders, fax order form with credit card information to: 715-386-6731

FREE Merchandising Kit Includes:

all the support materials you'll need to run this exciting coffee program.



TABLE TENTS (50 per kit)



MENU CLIPS (50 per kit)



MENU CARDS (25 per kit)



WAIT STAFF BUTTONS (10 per kit)



FREQUENCY CARD (50 per kit)



Foodservice

www.kraftfoodsolutions.com