



PREMIUM CUP
Maxwell House®

Reach for a Refill!

HOW IT WORKS

With this turnkey program, customers can order a stainless steel thermal pot of PREMIUM CUP by 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. Or customers can be given the option to buy the thermal pot for home/office use.

BENEFITS

The Premium Cup by 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

See reverse side for ordering details of your merchandising kit and PREMIUM CUP by Maxwell House thermal pots!



PREMIUM CUP by MAXWELL HOUSE

- Made from only the finest, carefully selected 100% Arabica coffee beans from the high-mountain regions in select areas of the world
- Provides a lively taste and a rich, full-bodied character with a beautifully rounded flavor that leverages the growing premium coffee segment
- Americans widely recognize the traditional MAXWELL HOUSE cup-and-drip logo



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
Premium Cup 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: Premium Cup by 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





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