

Build Repeat Business

with Our Travel Cup Program!

HOW IT WORKS

Simply choose the 'To Go' turnkey program that best fits your operation... then order your FREE merchandising materials and watch customers keep coming back again and again!

HOW YOU BENEFIT

- Generates repeat visits
- Increases customer satisfaction
- Adds excitement to your operation
- Gives you a unique 'To Go' cup for your customers



- 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 giving customers program specifics.

TO GO!

YOUR FREE MERCHANDISING KIT



**Counter Card/
Dangler with Cups:**

For display on the counter or hang from the ceiling to advertise program to customers.

Peel-Off Stickers: For placement on the counter card/dangler giving customers program specifics.



Poster: To drive customer awareness and increases participation.



Frequency Cards:

to give customers for tracking coffee purchases.



**Coffee
Coupons:**

To give customers upon purchase of their cup for free refill.

See reverse side for ordering details of your merchandising kit and Maxwell House 'To Go' cups!



Program Order Form

To take advantage of the 'To Go' 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 Travel Mugs (36 cups/case)	_____ Cases	\$72 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, Inc.

Mail check to: Maxwell House® 'To Go' Program, P.O. Box 720, Hudson, WI 54016-9975

Credit Card (check one) MasterCard Visa

Card Number _____ Exp. Date _____

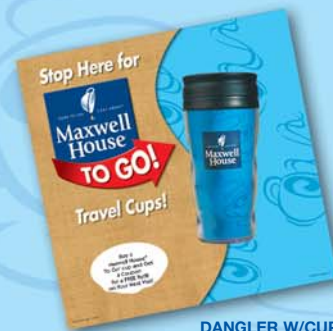
Cardholder Name (please print) _____

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.



DANGLER W/CUP



POSTER



FREQUENCY CARD



COFFEE COUPON



Foodservice

www.kraftfoodservice.com