



## New foodservice rewards programme offers real business benefits

**F**oodservice operators across Australia and New Zealand will be able to gain real benefits for their businesses, by participating in a new reward points redemption programme, designed exclusively for the foodservice sector.

Foodservice Rewards has already proved a huge success in the US over the past seven years, and three years ago was introduced to the UK. Now the programme is being extended to the Australasian market (concurrent with roll-outs into Germany and France) and foodservice operators are set to benefit.

Chefs, restaurateurs, F&B managers, catering operators, pub/club/bistro and health and aged care operators are already being encouraged to participate, by registering for the programme at [www.foodservicerewards.com](http://www.foodservicerewards.com). Major foodservice manufacturers Nestle Professional and Goodman Fielder Foodservices are the foundation sponsors for the Australasian launch. Around thirty of their brands across Australia and New Zealand will soon bear the highly recognisable Foodservice Rewards yellow reward code labels.

Once registered, foodservice operators earn points for every reward code (found on the label) entered via the www.

[foodservicerewards.com](http://foodservicerewards.com) website. Foodservice Rewards points never expire – they remain valid until redeemed. And the range of popular products bearing the yellow reward labels means points will add up fast!

Accumulated rewards points can be redeemed for a great selection of merchandise which have been carefully selected for their ability to provide genuine business as well as personal benefits.

“One of the great attractions of Foodservice Rewards is the range of products on offer,” says Foodservice General Manager Andrew Bull. “Your points can be redeemed for products for personal use; equipment for your business; or items which can be given to staff as bonuses and rewards or as part of motivation schemes. You can also redeem points for products which can be used in consumer promotions or fund-raising – even donated to local charities if you wish.”

Examples of merchandise for which points can be redeemed include:

Professional foodservice equipment including utensils, bakeware and culinary items – ideal for replacing, expanding or upgrading business equipment.

Big-ticket items such as plasma TVs – can be used on-premises for the entertainment of customers; as a giveaway item for consumer promotions; or as a consumer prize for

institutions such as health and aged care facilities at fundraisers and fetes.

IPods and similar personal electronic items – great as staff prizes for ‘employee of the month’ or similar incentivisation programs.

Child-friendly products which can be used as customer giveaways or as part of product promotions.

“When a foodservice operator registers online at [www.foodservicerewards.com](http://www.foodservicerewards.com), they are given the opportunity to nominate other staff in the same establishment to use the site as required,” Andrew explains. “This offers flexibility for workplaces with staff operating across different shifts.”

Foodservice Rewards will also link into existing promotions of participating foodservice manufacturers via click-throughs to the relevant sections of their websites, accessible from the main [www.foodservicerewards.com](http://www.foodservicerewards.com) site.

“Foodservice Rewards is designed to complement, not compete with, manufacturers’ promotions as well as those of distributors,” Andrew Bull explains. “We’re confident foodservice operators across Australia and New Zealand will be keen to participate in the programme when they see the range of potential business benefits and realise registration is completely free.”