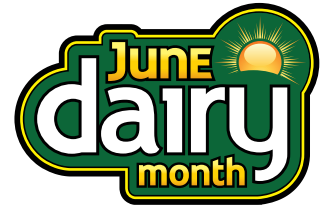




Frozen & Refrigerated
Food Council OF NORTHERN
CALIFORNIA



Frozen & Refrigerated Food Council Promotion • May. 28th – June. 25th, 2017

June Dairy, Ice Cream & Refrigerated Month

Promotion Level 1 – \$12,500

SIGN UP FOR THIS PACKAGE AND GET

50% OFF LEVEL ONE SEPTEMBER – BACK TO SCHOOL PROMOTION

300,000 - Printed Coupon Flyers: placed in Food Maxx, Food Source, Lucky and Save Mart (500 per store) and Inserted into local newspaper near participating retailer stores (Bay Area, Sacramento and Modesto/Stockton market)

Facebook, Google, LinkedIn & Twitter Social Marketing: Weekly Tweets and posting during four week promotion.

What's New: Your product place in "What's New" section of coupon flyer Opportunity to promote new item or line extension.

Meal Solutions & Recipe Page: Your product showcasing meal solutions or recipe in Coupon Flyer

Web posting: Your coupon, meal solution or recipe posted on Council website. Links to participant's website.

QR Code: Link your product or company with customers via their cell phones (iPhone, Android, Blackberry etc)

Retail Support

Food Maxx: TWO week mandatory end cap or bunker display (limit 8). Your product in bi-weekly ad. Your product in full color four week June Dairy/Ice Cream in-store flyer. **PRODUCT DISTRIBUTION TO COVER AD AND DISPLAY.** Four week TPR contact CSM for dates.

Food Source: Two week mandatory display, Limit 6. Website posting of your item. Your product in full color four week June Dairy month in-store flyer. Four week TPR, contact category manager for dates.

Lucky: One week mandatory display of your product. Your product in weekly ad supporting promotion "Featured Reward Item" contact CSM for details. Opportunity to have downloadable coupons on "Lucky You" program with digital impressions of your product. Three week TPR. Contact CSM for dates. Deals need to be presented by April 1st, 2017 to guarantee performance.

Raley's, Bel Air and Nob Hill Foods: Your product in weekly paper ad in June with one week display (category merchant discretion on ad week). Opportunity to have downloadable coupon onto Raley's "Something Extra" card with minimal 50,000 Digital Impressions of your product. TPR on product for length of promotion. Contact merchant for ad date.

Safeway: Prominent Ad Block with price point in June Big Book. Contact category Director for dates. **Deadline for participation 2/17/2017.**

Save Mart: One week mandatory display of your product. Your product in weekly ad supporting promotion. Opportunity to have downloadable coupons on "Save Smart Rewards" program with digital impressions of your product. Three week TPR. Contact CSM for dates.

Unified Grocers: Your product in collage of participating brands to run in monthly coupon booklet. TPR duration of promotion.

Level 2 – \$8,500

**SIGN UP FOR THIS PACKAGE AND GET
25% OFF LEVEL ONE SEPTEMBER – BACK TO SCHOOL PROMOTION**

300,000 Printed Coupon Flyers:

Placed in Food Maxx, Food Source, Lucky and Save Mart (500 per store) and inserted into local newspaper near participating retailer stores (Bay Area, Sacramento and Modesto/Stockton market)

What's New: Your product placed in "What's New" section of coupon flyer. Opportunity to promote new item or line extension.

Meal Solutions & Recipe Page:

Your product showcasing meal solutions or recipe in Coupon Flyer

Web posting: Your coupon, meal solution or recipe posted on Council website. Links to participant's website.

4 week TPR on product. Contact CSM for dates.

Food Source: One week optional display, Limit 6. Four week TPR, contact category manager for dates.

Lucky: Your product in weekly ad. One week optional display of your product per Customer Solutions Merchant discretion. Opportunity to have downloadable coupons on "Lucky You" program with digital impressions. Three week TPR. Contact CSM for dates and opportunity. Deals need to be presented to CSM by April 1st to guarantee performance.

Raley's, Bel Air and Nob Hill

Foods: Your product in weekly paper ad in June with one week display (category merchant discretion on ad week and display support). Opportunity to have

downloadable coupon onto Raley's "Something Extra" card with minimal 50,000 Digital Impressions of your product. TPR on product for length of promotion. Contact merchant for ad date.

Safeway: Secondary ad block with price point in June Big Book. Contact category director for dates.

**Deadline for participation
2/17/2017.**

Save Mart: Your product in weekly ad. One week optional display of your product. Opportunity to have downloadable coupon on "Save Smart Rewards" program with digital impressions of your product. Two week TPR. Contact Category Manger for dates.

Unified Grocers: Your product in collage of participating brands to run in monthly coupon booklet. TPR duration of promo.

Retail Support

Food Maxx: One week optional display of your product (limit 6). Your product in full color four week June Dairy/Ice Cream in store flyer.

Level 3 – \$6,500

300,000 Printed Coupon Flyers:

placed in Food Maxx, Food Source, Lucky and Save Mart (500 per store) and inserted into local newspaper near participating retailer stores (Bay Area, Sacramento and Modesto/Stockton market)

What's New: Your product place in "What's New" section of coupon booklet. Opportunity to promote new item or line extension.

Meal Solutions & Recipe Page:

Your product showcasing meal solutions or recipe in Coupon Flyer

Web posting: Your coupon posted on Council website

Retail Support

Food Maxx: 4 week TPR on product. Contact CSM for dates.

Food Source: Four week TPR on product. Contact category manager for dates.

Lucky: Opportunity to have downloadable coupons on "Lucky You" program with digital impressions of your product. Three week TPR. Contact CSM for dates and opportunity. Deals need to be presented by April 1st, 2017 to guarantee performance.

Raley's, Bel Air and Nob Hill

Foods: Digital weekly ad. Opportunity to have downloadable coupon onto "Raley's Something Extra" card with minimal 50,000 digital impressions on product.

Contact category merchant for dates. TPR on your product.

Safeway: Collage ad block in June Big Book per director discretion. Contact category director for dates.

**Deadline for participation
2/17/2017.**

Save Mart: Opportunity to have downloadable coupons on "Save Smart Rewards" program with digital impressions of your product. Contact CSM for dates and opportunity. TPR dates to be determined

Unified Grocers: Your product in collage of participating brands to run in monthly coupon booklet. TPR duration of promotion.

**Program Sign-up
Deadline: March 1, 2017**

Frozen & Refrigerated Food Council Promotion • May. 28th – June. 25th, 2017



*Healthy, Natural
& Wellness*

NEW!

Healthier, Natural & Wellness Option:

New for the Council the Healthier, Natural and Wellness option.
Feature your Healthy Living, Wellness, Natural and Healthier Solutions in our program.

Level Four – \$3,500

300,000 - Printed Coupon

Flyers: placed in Food Maxx, Food Source, Lucky and Save Mart (500 per store) and inserted into the Sunday, May 29th local newspaper near participating retailer stores (Bay Area, Sacramento and Modesto/Stockton market)

Section of flyer versioned "Healthier, Natural and Wellness"

What's New: Your product place in "What's New" section of coupon booklet. Opportunity to promote new item or line extension.

Web posting: Your coupon or ad posted on Council website
Coupon or ad placed in flyer

Retail Support

Food Maxx: Your product in June Wellness collage and placed in in-store flyer. TPR on product. Contact CSM for dates
Lucky: Two week TPR. Contact CSM for dates.

Raley's, Bel Air and Nob Hill Foods: Digital weekly ad. Opportunity to have downloadable coupon onto Raley's "Something Extra" card with minimal 50,000 Digital Impressions of your product. TPR on product for portion of promotion. Contact merchant for digital ad date. Your product in section of flyer versioned "Healthier, Natural and Wellness"

Save Mart: Digital weekly ad. Two week TPR. Contact CSM for dates.

Unified Grocers: Your product in collage of participating brands to run in monthly coupon booklet. TPR duration of promotion.

Program Sign-up Deadline: March 1, 2017



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June Dairy, Ice Cream & Refrigerated Month

PARTICIPATION AGREEMENT

The undersigned Company agrees to the following:

1. The Company will specify the brand(s), item(s) and amount of cents-off coupon(s) to be distributed in the Council program and submits same with the required entry fee and a signed copy of this agreement. Failure to submit payment forty-five (45) prior to program commencement will subject balance due to a two (2) percent per month finance charge as allowed by law; failure to remit within thirty (30) days after performance may result in a retailer deduction for the full amount plus any late fees.
2. The Company will prepare or instruct the Council's production agency to prepare, on or before the deadline, the necessary artwork to the specifications of the program; failure to do so will result in forfeiture of the entry fee;
3. The Company will bear exclusive responsibility for compliance with all applicable laws and regulations relating to the brand and item(s) advertised and for entire costs of coupon redemption unless arrangements are made for the program to redeem. Cancellation penalty with less than 90 (ninety) day notice is 50% entry fee and less than 60 (sixty) day notice is 100% of fee.



The program sponsors agree to the following responsibilities, acting through its agents and vendors to:

1. Guarantee performance levels as described in the program or rebate to the Company a pro rata amount based on percentage of achievement so long as the Company has fulfilled all other terms of this agreement;
2. Issue all insertion and broadcast orders to participating media specifying the most advantageous position available, collect all proofs of performance at the conclusion of the program and make available copies of same for review by the Company. Program sponsors reserve the right to postpone or terminate the program at their discretion for any reason deemed appropriate and as a result of any such action will be limited in liability solely to the refund of any consideration paid by the Company. This agreement will be governed by California law and constitutes the entire agreement of the parties involved.

SIGN UP THE FOLLOWING BRAND AND INVOICE AS SHOWN

LEVEL 1 – \$12,500 LEVEL 2 – \$8,500 LEVEL 3 – \$6,500 **HEALTHY,**
NATURAL & WELLNESS OPTION LEVEL 4 – \$3,500

SIGNATURE _____ DATE _____

NAME _____ TITLE _____

COMPANY _____ PHONE _____

ADDRESS _____ FAX _____

BRAND/PRODUCT(S) _____ COUPON VALUE _____

10 -15 Word Product Description _____

Please check if you require written confirmation

CONTACT FOR ARTWORK _____ PHONE _____

Please check if you require invoicing

CAN COUPON BE POSTED ON COUNCIL WEBSITE YES NO

MEAL SOLUTION OR RECIPE: _____

WHATS NEW ITEM _____

COUPON ARTWORK: Macintosh formatted .PDF or .EPS file with all HIGH RESOLUTION encapsulated files and fonts included, or In-Design native file with all linked data included. Size 2" high x 4" wide horizontal format. Send to: Skip Kuebel: skiptown@comcast.net (NEED COUPON BY 3/15/2017. 10-15 word product description needed by 3/15/2017) What's New Item and Meal Solution needed by 3/15/2017.

SIGN UP DEADLINE
MARCH 1, 2017
(To be included in buyer presentations)

ACCEPTED BY: _____
(Council Representative)

DATE _____

MAKE CHECKS PAYABLE TO: **FROZEN & REFRIGERATED FOODS PROMOTIONS, INC.**
(FRFP), P.O. BOX 1328 Tres Pinos, CA 95075 Tel: 831-637-8561. • Fax: 831-637-3630
Mary Ann Winkle Email: mawinkle@rfrcouncil.com

