

FOR IMMEDIATE RELEASE: October 2016

330-225-3336
customerservice@FoodserviceProPoints.com

Introducing Foodservice ProPoints®
Where Brand Loyalty Has Its Rewards!

Brunswick, OH: Introducing a smarter and easier way to earn rewards for maintaining loyalty to brands. Foodservice ProPoints®, a registered trademark of Integrated Marketing Technologies, is an online loyalty program that rewards an operator points for purchasing qualifying cases from premium brands within the industry. The more cases purchased, the quicker points will accumulate, and they never expire. Valuable points that can be redeemed toward thousands of quality items can be used in many ways such as products for an establishment, incentives for employees or for personal reward. And, unlike other loyalty programs, points are deposited and can be used within 48 hours, not weeks. With easy to manage online tools, operators can manage their points and reward progress all with the click of a mouse.

The program is open to foodservice operators within the United States and applies to all segments of foodservice. There is no commitment required and it is easy to participate and completely free. “The program is designed with simplicity in mind. “Our sponsored manufacturers recognize an operator’s loyalty for purchasing their brands. We want to reward that loyalty back to operators who serve customers premium products”, says Jeff Wood, President. Current sponsors include Custom Culinary®, Clear Springs Foods®, Con Agra Foodservice® and J. Hungerford Smith®, Krusteaz®, and Rosarita® brands, Gator Pears®, Ferrero USA® and Nutella® Brand, Pierce Chicken®, Starkist and Sweet Street and Manifesto™ Brand.

To get started, operators who sign up at www.foodservicepropoints.com instantly earn 250 bonus points. Enter code PRO1 to get your points.

About Integrated Marketing Technologies: IMT is a premier solution based company specializing in integrated and comprehensive array of sales and marketing support services to foodservice manufacturers and service providers. IMT supports clients' sales and marketing efforts by providing the technology tools, infrastructure, experience and staff to manage, implement and track the results of their sales and marketing initiatives. Services offered include warehousing and fulfillment services, food sample fulfillment, including dry, refrigerated and frozen, printing services, incentive rebates, to name a few. For more information, go to www.imtco.com

###