
 → Summary

- Broadline Distributor
 - 8000 Active Items
- Protein Specialist
- Licensed CAB Distributor
- Portion Control Meat Department (*In-House*)
- 1000 Active Clients
- Primary Distribution Area
 - Central and Western NY
- 200 Associates

 → Summary

- Redistributor to Foodservice Distributors & Retailers
- 3200 Active Items
- Protein Focused
- 500 Clients
- Distribution Area
 - 19 States
- 225 Associates



SAVOR
Local Restaurants
with Palmer Food Services

The Savor Local Restaurants promotion not only supported our independent customers and vendors with promotional advertising but we used it as a vehicle to specifically promote CAB® brand products and licensed users on the website and TV ads.

palmer_savor_dream_v1_WMV_480.wmv

Plus we featured new CAB® values each week for their advantage. palmer_savor_dream_v1_WMV_480.wmv

5 Sales representatives attended and passed the requirements for the CAB – Masters of Brand Awareness program. We intend to continue sending all sales reps through the program.

Our weekly Center of the Plate "Talking Sheets" give our sales force new tools each week to help our customers capitalize on featured CAB cut steaks.

The Tonight's Special program gives our wholesale customers a great idea for their weekly special board. It highlights a cut and provides a recipe including step by step instructions, detailed information about the item, the ingredients and cost breakdown, highlighting its profitability.

Item	Code	Qty	Cost
1 CAB Certified Cut Porterhouse Steak	82278	10	\$2.20
1 CAB Certified Cut T-Bone Steak	82279	10	\$2.20
1 1/2 cup peas	82280	10	\$0.20
2 tablespoons soybean oil	82281	10	\$0.20
1 1/2 cups peas	82282	10	\$0.20
1 1/2 cups bok choy	82283	10	\$0.20
1 1/2 cups baby bok choy	82284	10	\$0.20
1 1/2 cups green beans	82285	10	\$0.20
1 1/2 cups green beans	82286	10	\$0.20
1 1/2 cups green beans	82287	10	\$0.20
1 1/2 cups green beans	82288	10	\$0.20
1 1/2 cups green beans	82289	10	\$0.20
1 1/2 cups green beans	82290	10	\$0.20
1 1/2 cups green beans	82291	10	\$0.20
1 1/2 cups green beans	82292	10	\$0.20
1 1/2 cups green beans	82293	10	\$0.20
1 1/2 cups green beans	82294	10	\$0.20
1 1/2 cups green beans	82295	10	\$0.20
1 1/2 cups green beans	82296	10	\$0.20
1 1/2 cups green beans	82297	10	\$0.20
1 1/2 cups green beans	82298	10	\$0.20
1 1/2 cups green beans	82299	10	\$0.20
1 1/2 cups green beans	82300	10	\$0.20




Our Direct To You Market proudly features CAB at the entrance to our store. We highlight CAB items in gold foil wrapped cut steaks and offer cut-to-order sub primal pieces of all type. Prominent signage, refrigerated case marketing POS, a full library of CAB Fact Sheets and employee ball caps help promote the brand. CAB items and specials are also highlighted on our DTYM menu.




palmer food services Ask your sales representative about our Certified Angus Beef® Brand program.

We have CAB laptop stickers for sales computers.



We made a "Custom Grinds" POS for the sales team to use as a support tool in the growing custom burger trend.

Many customers are showing interest in their own signature blend and we want to use CAB as the cornerstone of their high-end ingredient profile.



We continue to educate clients on the features and benefits of using CAB products to help enhance their menus.

Our specialist will engage clients in personal cuttings and comparisons, walking tours of our meat fabrication facility and frequent trips to the CAB Education and Culinary Center in Wooster.



CAB truck decals on all of our 20+ delivery trucks.



palmer food services FISH WRAPPER Winter 2010

Introducing Jack Whittier

NEW at Palmer's Award-Winning Olive Oil

Customer Profile: Guido's Pasta Villa

Certified Angus Beef® Brand Dedication. Commitment. Integrity.

CAB articles in our Customer News Letters & Internal Palmer Quarterly Newsletters.



The screenshot shows the palmer food services website. The navigation bar includes links for 'about', 'products', 'value added products', 'helpful resources', 'regional services', 'market news', 'company resources', and 'contact us'. A main menu lists various products: Certified Angus Beef® Beef, Cuts and Trims, Pork, Turkey, Certified, Deep Cuts, Fresh, Brisket, Dry Cured, Salami, Specialty Cuts, Cornish, Ham, Dry Brined, and Cured. A featured image shows a large roast with a 'CERTIFIED ANGUS BEEF' seal. Below the image, the text reads: 'Taste the difference. There's Angus. Then there's the Certified Angus Beef® brand. The Certified Angus Beef® brand selects the highest quality beef from other Angus breeds. In a strict beef inspection and grading process, the USDA beef inspectors in the original Angus breed, it made its product quality and availability and is dedicated to providing superior service to your business. <http://www.certifiedangusbeef.com> Looking for all natural? Certified Angus Beef® brand. Natural beef at its best... from the ranch to you. Certified Angus Beef® brand Natural is raised by pasture and raising dedicated to raising the best beef naturally. The high quality Angus which makes the difference between Certified Angus Beef and other Angus breeds. In a strict beef inspection and grading process, the USDA beef inspectors in the original Angus breed, it made its product quality and availability and is dedicated to providing superior service to your business. <http://www.certifiedangusbeef.com>

A callout box at the bottom right of the screenshot contains the text: 'CAB product information and hyperlinks are proudly featured on our wholesale and retail websites.'



The image features the palmer family of companies logo on the right side, which consists of a stylized four-leaf clover icon followed by the word 'palmer' in a serif font and 'family of companies' in a smaller sans-serif font below it. To the left of the logo is a photograph of a waiter in a white shirt and tie serving a customer at a table. The waiter is holding a large platter of sliced meat. In the bottom right corner of the photo, there is a 'CERTIFIED ANGUS BEEF' seal. The background of the entire slide is a dark red color with a subtle circular pattern.

Comments & Questions