



SALES ACTIVATION: GENERATING LEADS

See Big Returns This Tax Season —

Generate new sales by leveraging a special one-time-only “tax time” offer. Postcards promoting the T-65 CUL brewer will be sent to accounting firms in New York, Chicago, L.A. and D.C. Firms that place a brewer in their workplace by April 15 will receive 2 FREE T-Disc cases. That’s 160 FREE Cups of Coffee — a great value for them and an even better sales tool for you.

Targeting Decision Makers —

In March, we launched a new online campaign targeting office managers and other professionals with decision-making power in the workplace. Our focused media approach ensures the right people see the TASSIMO PROFESSIONAL brand message. All messaging drives traffic to our new online lead capture site BaristaInside.com/skinny



Business Reviews —

Don’t forget to contact your Kraft Vending and OCS representative to schedule a business review. These reviews are a great way to get help with marketing and lead generation for your business.

WHAT’S BREWING

2011 NAMA OneShow

Visit us at the 75th Anniversary show!

WHEN: April 27 – 29, 2011

WHERE: McCormick Place, Chicago – Booth 534

WHY: Demo TASSIMO PROFESSIONAL brewers and see the brand-new BotMobile!



Learn how you can bring the BotMobile to your market.

Plus, taste the new Skinny Cappuccino!

Made with the NEW fat free cappuccino milk creamer, it’s the better-for-you way to create signature drinks with deliciously frothy foam.



NEW TASSIMO PROFESSIONAL POS

We’re launching a whole new line of point-of-sale materials to help office managers jazz up brewers and better merchandise TASSIMO PROFESSIONAL machines.

KIT INCLUDES:

- BaristaInside.com Stickers drive traffic to consumer-friendly coffee site
- Skinny Cappuccino POS announces new fat-free beverage with sleek brewer clip-on card
- Reversible Instructions & Recipe Wing outlines specialty beverage brewing instructions with easy-to-follow directions



STICKER



SKINNY
CAPPUCCINO POS



REVERSIBLE
INSTRUCTIONS &
RECIPE WING

FOR MORE INFORMATION, PLEASE VISIT TASSIMOPRO.COM