

OFFICE COFFEE SENTINEL

AN INTELLIGENT RESOURCE
FOR AUTHORIZED DEALERS

WINTER 2014 | ISSUE 10

HERE'S WHAT'S BREWING

Welcome to the latest edition of the TASSIMO PROFESSIONAL e-newsletter, designed exclusively for Authorized Dealers. We're committed to offering you a wealth of tools and tips to help you build your business with the TASSIMO PROFESSIONAL system. Read on for information and exciting news!



THE NAMA 2014 NEW FLAVORS PROMOTION

WARM UP WINTER SALES WITH NEW FLAVOR INNOVATIONS FROM TASSIMO PROFESSIONAL:



GEVALIA
Caramel Espresso



MAXWELL HOUSE
Café Collection House Blend



GEVALIA
Pumpkin Spice Espresso

Only operators who sign up at our NAMA Coffee, Tea & Water Show booth will be able to take advantage of this exclusive promotion:

GET UP TO 10 CASES FREE—when you buy any combination of GEVALIA Caramel Espresso, MAXWELL HOUSE Café Collection House Blend and GEVALIA Pumpkin Spice Espresso.

Minimum: Purchase 10 cases and receive a check for the value of 5 cases.

Maximum: Purchase 20 cases and receive a check for the value of 10.



- Offer is valid only for TASSIMO PROFESSIONAL Authorized Dealers who sign up at the Kraft Foods NAMA Coffee, Tea & Water Show booth
- Rebate checks will be automatically sent to you on January 31, 2015
- SKU Numbers: 43000-06317, 43000-06016, 43000-06015
- Minimum Purchase: 10 cases (for a 5-case rebate)

- Maximum Purchase: 20 cases (for a 10-case rebate)
- Minimum Case Rebate: \$45
- Maximum Total Rebate: \$450
- Offer good on cases shipped Nov. 11-Dec. 31, 2014
- Offer valid while supplies last
- Individual operators are eligible independent of their parent companies

- Only purchases received from a distributor who provides weekly electronic data to the Kraft Vending and OCS Data Collection Agency qualify for this program
- Kraft Foods Group reserves the right to add or delete eligible products and to change or terminate this program at any time

COME SEE US AT THE 2014
NAMA COFFEE, TEA & WATER SHOW

VISIT OUR BOOTH #723
AND SIGN UP FOR THIS VALUABLE OFFER!



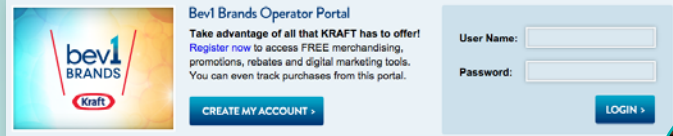
COFFEETEA&WATER
EDUCATION • NETWORKING • GROWTH • NAMA

BOOTH
#723

EXPLORE THE BENEFITS OF [KRAFTVENDINGOCS.COM](http://KraftVendingOCS.com)

Don't forget to take full advantage of all the resources available in the Operator Portal.

LOG IN or CREATE AN ACCOUNT on KraftVendingOCS.com to access the Operator Portal.



A BETTER WAY TO MANAGE LEADS

We're pleased to announce an exciting new initiative to support your beverage business. Available through the Operator Portal, our new **Lead Management Program** is your one source for generating leads and tracking sales.

HERE'S HOW IT WORKS:

1. To receive lead information, make sure that you're a registered user in the Operator Portal and have reported your correct email address.
2. When you are assigned a lead, you will be emailed with the lead information for follow-up.
3. You will then manage and track this lead by clicking



on Track Purchases in the top right corner of any page and then clicking on Sales Leads.

Your input helps

TASSIMO PROFESSIONAL further improve this process. We hope you'll take full advantage of this new program. It's just one more way we're innovating to help grow your business.

FREE MAXWELL HOUSE TRAVEL MUGS FOR CUSTOMERS



Get up to 36 FREE mugs to offer your customers with their purchase of TASSIMO PROFESSIONAL MAXWELL HOUSE Café Collection House Blend T-DISCs.

Kraft will help you promote your deal with a banner ad to post on your site or email to customers, available for download in the Operator Portal.

For more details, log in at KraftVendingOCS.com and click on the Office Promotions tab.

COOL TOOLS

A wealth of marketing tools—including TASSIMO PROFESSIONAL beauty shots, packaging, racks, and brewers—are now available for you to download and use.

To access these tools, log in at KraftVendingOCS.com, click on the Marketing Tools tab and scroll down to the TASSIMO PROFESSIONAL materials list.



TASSIMO PROFESSIONAL
Beauty Shots (2mb) | Packaging (17mb) | Racks and Brewer (46mb) | T-DISCs (23mb)

OFFICE TALK

Single cup is growing in 2014!
The National Coffee Association revealed:

- 29% of drinkers report consuming a single-cup brewed coffee in the past 24 hours—up 9% from 2013
- The desire for single-cup brewers in the workplace has increased 4% from 2013 to 36%, surpassing the desire for drip coffee makers, down 7% to 27%

Check out: "[Single Cup Specialty Brewers Meet a Growing Consumer Demand](#)," developed in partnership with Automatic Merchandiser for TASSIMO PROFESSIONAL.



Visit TassimoPro.com for the latest news and tools to help you sell.

