

# REACH FOR THE BEACH!

SALES INCENTIVE GETAWAY

US  
FOODS™

SEPT 5 - DEC 4, 2021

SELL YOUR WAY TO LOS CABOS, MEXICO!

## PROMO INFO SHEET

**RED GOLD IS EXCITED TO PARTICIPATE IN THE UPCOMING USF SALES INCENTIVE GIVEAWAY! THIS IS AN INVITATION ONLY PROGRAM THAT RED GOLD WILL BE PARTICIPATING IN TO INCREASE AND PROMOTE KETCHUP SALES. BELOW ARE KEY FACTS AND INFORMATION THAT WILL HELP YOU COMMUNICATE & SUPPORT THE LAUNCH OF THE PROMOTION.**

- USF Sales associates will have the opportunity to collect points to earn a Trip Promotion on their sales of Monarch Ketchup
- Monarch 20oz and 14oz Table Top Ketchup are the only Ketchup SKUs in the promo.
- Each item is worth 2 points per case
- USF will provide "Whitespace Reports" detailing opportunities with customer email contact info
- **RED GOLD BROKERS!!** Please remember the following Sales Support Tools:
  - Monarch Ketchup Calculator
  - Triangle Taste Test
  - How to Sell Ketchup Training Video (FSE)
  - USF Vendor POS
  - Monarch Bottle Sell Sheet
  - Monarch Bottle PowerPoint Slide
  - Email / Banner Graphic



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### SELLING TIPS & FEATURES

- Red Bottle for uniform table-top appearance
- Distinctively different and zesty flavor
- Includes exclusive US Foods spice formula
- 33% tomato solids
- Shelf-Stable & Ready-to-Use



Contact your Red Gold Sales Manager or Broker for more information about Monarch ketchup