

Retail Display Units by ACEnet



What is Food We Love?

Food We Love is an innovative marketing campaign that brands regional products under its umbrella. Group branding allows consumers to find and purchase local goods more easily. Participants benefit from the program's advertising, marketing materials, public relations, and negotiation facilitation with retailers.

For more information contact:

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Retail Display Units

ACEnet has developed attractive, wooden retail display units to use to showcase Food We Love products in various retail outlets.

Units have the Food We Love logo painted at the top curve of the display and feature Food We Love marketing (participants' stories) in frames along each side of the unit.

The amount of shelf space and location for each product will be based on retailer preference.



Marketing



ACEnet will actively promote the Food We Love campaign with informational literature, ads, and tasting events.

ACEnet will strive to install retail display units into specialty stores that, as a small business owner, you may have a more difficult time getting your products into or servicing on a regular basis.

Service

ACEnet will be responsible for the installation of the Food We Love retail units as well as continued maintenance and stocking of products at each display location. This valuable service leaves the small business owner more time to concentrate on other aspects of business.

Who Can Participate

Businesses must apply to be considered for the Food We Love program. ACEnet reserves the right to accept or reject particular product line(s).

In order to be considered, a business must be a client of the Appalachian Center for Economic Networks, must have a shelf-stable product (no rotation or spoilage concerns), and must represent FWL in a positive fashion (high quality label, package, message). An UPC is desired, but may not be mandatory for all retail locations.

Cost to Participate

To help subsidize distribution costs, entrepreneur's are asked to sell product cases to ACEnet at 15% under standard wholesale prices. The cost to the retailer will be your standard wholesale cost per case.

Participants will be required to distribute cases to ACEnet with adequate advance notice and on consignment, meaning when ACEnet receives payment from the retailer, ACEnet will then pay you, the vendor. This process may cause a slight delay in your receipt of payment.



Application for Inclusion
Food We Love Retail Displays



Business Name _____

Contact Name, Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone Number _____

Email _____

Products for Consideration:

Product _____

Varieties _____ Wholesale/Case (12)\$ _____

FWL Price/Case (12)\$ _____ Suggested Retail (ea) \$ _____

Product _____

Varieties _____ Wholesale/Case (12)\$ _____

FWL Price/Case (12)\$ _____ Suggested Retail (ea) \$ _____

Product _____

Varieties _____ Wholesale/Case (12)\$ _____

FWL Price/Case (12)\$ _____ Suggested Retail (ea) \$ _____

My business would like to be considered as a participant in the Food We Love Retail Display program. I understand that to participate my business has been asked to sell and deliver product to ACEnet at a rate of 15% below our standard wholesale cost in order to help subsidize distribution costs.

Signature _____ Date _____

Submit completed application to:

ACEnet, Attn: Marketing

94 Columbus Road

Athens, OH 45701

Or

Fax to ACEnet, Attn: Marketing, (740) 593-7264.

Current Stores Locations with Food We Love Displays

<u>Athens</u>	<u>Nelsonville</u>
Kroger	Rocky Outlet
Village Bakery	Nelsonville Pottery
<u>Pomeroy</u>	<u>Middleport</u>
Powell's FoodFair	Hometown Market

Cambridge
A Taste of Ohio

Current Food We Love Products

Agapi Kitchens
Appalachia Harvest
Around the World Gourmet
Bella's Bruschetta
Casa Nueva
Dailey's Treasures
D.B. Yummers
Integration Acres
milo's whole world gourmet
Tomatillos Salsa Co.

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**Increase Your Business's
Recognition and Sales-**

*Apply to have your
products distributed
and displayed under the
Food We Love brand!*