



S. Abraham and Sons, Inc. is a proud distributor of our growing business tradition as a wholesale distributor of groceries, tobacco, general merchandise, and convenience foods.

Our principal philosophy is based upon a commitment to understand our customers and meet their needs. Creativity in marketing and merchandising and the highest quality in product selection will allow us to ensure the profitability of our business, customers and retailers.

Thank you for your continued support, which enables us to present product diversity, customized programs and services to SAS customers.

As we begin 2012, we want to continue our strong partnership with our suppliers and retailers to mutually build a successful business for us all. We will continue to exceed all expectations with Awesome Customer Service.

**S. Abraham & Sons, Inc.**

[www.sasinc.com](http://www.sasinc.com)

## MARKETING TEAM

**W. James Anderson, ext. 222**  
Vice President, Marketing  
EMAIL: Jim.Anderson@sasinc.com

**Christa Verrier, ext. 528**  
Administrative Assistant, Marketing  
EMAIL: Christa.Verrier@sasinc.com

**Kaye Powell, ext. 7324**  
Director, Trade Relations  
EMAIL: Kaye.Powell@sasinc.com

**Gary Dietrich, ext. 526**  
Sr. Category Manager, Non-Foods  
EMAIL: Gary.Dietrich@sasinc.com

**Stacey Camp, ext. 542**  
Category Manager, Confections  
EMAIL: Stacey.Camp@sasinc.com

**Jamie Hanshaw, ext. 540**  
Category Manager, Tobacco/Cigar  
EMAIL: Jamie.Hanshaw@sasinc.com

**Mike Sanderson, ext. 544**  
Category Manager, Convenience Foods  
EMAIL: Mike.Sanderson@sasinc.com

**Tim Garcia, ext. 523**  
Category Manager, Grocery  
EMAIL: Tim.Garcia@sasinc.com

**Deb Shaffer, ext. 527**  
Category Manager, Cigarettes  
EMAIL: Debbie.Shaffer@sasinc.com

**Bonnie Reineer, ext. 521**  
Product Movement Specialist (Spaceman)  
EMAIL: Bonnie.Reineer@sasinc.com



CORPORATE OFFICE / DISTRIBUTION CENTER  
4001 Three Mile Road NW  
Grand Rapids, Michigan 49501  
p. 616-453-6358 / f. 616-453-9259

DISTRIBUTION CENTER  
6579 West 350 North, Suite E  
Greenfield, Indiana 46140  
p. 317-891-7752



# Exceeding Expectations

# Delivering Solutions

# Marketing Events Supplier Services





## SOCIAL MEDIA MARKETING NEW FOR 2012!

Early in 2012, we will begin connecting our retailers promotionally to Facebook. As this service is perfected and results are compiled, we anticipate a manufacturer co-op opportunity. We are very excited to offer this cutting-edge program to our retailers and manufacturers.

## MARKETING INCENTIVE PROGRAM

**MAY 7 - 13, 2012 : PRAGUE, CZECH REPUBLIC**

This program is in its 16th successful year, providing quality product selection, increased distribution, increased supplier support and building retailer relationships. Take advantage of this opportunity to showcase premier products for a 21-week period (October - February). Suppliers may participate at various levels.

## TRADE SHOW

**FEBRUARY 21-22, 2013**

The SAS Vendor Exhibit and Trade Show is your guide to defining convenience. This show offers a full array of promotional products attractively displayed and merchandised to assist our retailers with store layout. This is your best opportunity to display the newest and the best items to our customers.

**\$2,700 /booth for our 2013 show**

## SAS BUSINESS EXCHANGE (SBX) (TOP-TO-TOP)

**ANNUALLY - NOVEMBER**

This one-on-one meeting with key customers gives you an opportunity to enroll in manufacturer annual rebate programs, discuss new programs, new items, and "hot" deals for the next year.

**Invitation Only - \$2,700**

## FOODSERVICE SHOWCASE

**ANNUALLY - AUGUST**

Two regional food shows, focusing on convenience foods and the Autumn "hot-to-go" season. New equipment, products and programs will be displayed.  
**\$1,200 /booth at both shows**

## MONTHLY MARKETING PROGRAM

This promotional program assists our customers in selecting promotional items, featured in a 16-page brochure, for a six-week period.

JAN	12/26/11 - 01/27/12	JUL	06/18/12 - 07/27/12
FEB	01/23/12 - 02/24/12	AUG	07/23/12 - 08/24/12
MAR	02/20/12 - 03/23/12	SEP	08/20/12 - 09/28/12
APR	03/19/12 - 04/27/12	OCT	09/24/12 - 10/26/12
MAY	04/23/12 - 05/25/12	NOV	10/22/12 - 11/24/12
JUN	05/21/12 - 06/22/12	DEC	11/19/12 - 12/29/12

### **PARTICIPATION LEVEL**

- \* Feature Item (front cover & inside) **\$1,700**
- \* Deluxe Item (inside only) **\$1,400**

## MONTHLY BOOKING PROGRAM

This booking program is your link to enhancing distribution and introducing new products to the retailer. Published Monthly. **\$600**

## SEASONAL CATALOGS

Seasonal catalog, featuring confection and general merchandise items. **\$200 per SKU featured**

Halloween: vendor info deadline 02/10/12

Christmas: vendor info deadline 03/09/12

Valentine: vendor info deadline 06/08/12

Easter: vendor info deadline 07/06/12

## FALL / WINTER CATALOG PRESELL

**ANNUALLY - JUNE**

Products from the Fall/Winter selling season are featured in a catalog, with promotional pricing for retailers. Format and pricing for this program will be communicated mid-year.

## DISTRIBUTION DRIVE

This valuable service will focus our entire sales team on filling distribution gaps. Consideration should be given to combining this with a promotional allowance / incentive to "fill the gap." **\$550**

## CORPORATE SALES MEETINGS

This business meeting is held monthly, prior to Regional Sales Meetings; an ideal opportunity to discuss market trends, present new items or programs, provide merchandising ideas, and network with our sales management. **Cost is \$900 /meeting**

## REGIONAL SALES MEETINGS

These meetings are available for you to present pre-authorized products, programs, and promotions; an ideal opportunity to access 20-30 retail sales associates and managers. Held monthly throughout five sales regions. **Cost is \$800/meeting , or \$3,600 for eight meetings.**

## NEW PRODUCT ADMINISTRATIVE FEE

This service provided implementation into our system, publication, and introduction to the retailer by SAS Sale Reps. **\$750 per SKU**

## PLANOGRAMS

Planograms are developed to meet marketing needs through the software of Spaceman. These planograms provide orderly placement of the top selling products, proportionate to their space in selling popularity. Cost of the **Planogram is \$100 per item**

## PACESETTERS

Pacesetters provides a "fast track" to distributing your product to our customers who have signed up for immediate shipments of those items designated as "pacesetters."  
**Cost is \$900 /item**