



## Welcome!

S. Abraham & Sons, Inc. is a wholesale distributor specializing in grocery and foodservice solutions for convenience stores and campus retail locations throughout the Midwest. Our commitment to customer service is unwavering and has helped us attain a leadership position in the industry.

Creative marketing and merchandising programs are designed to help our customers be successful at selling our vendor's products. High quality products and an abundant selection of items helps ensure the profitability of our business partners.

SAS and our family of dedicated employees pledge to exceed our customer's expectations by providing the best service in the industry.

Thank you for your continued support which allows us to present product diversity and customized programs and services to our SAS retailers for over 93 years!

## MARKETING CONTACTS

**George Bennett, ext. 6220**  
CMO - Sales, Marketing & IT  
EMAIL: George.Bennett@sasinc.com

**Kaye Powell, ext. 7324**  
Vice President - Trade Relations &  
Event Planning  
EMAIL: Kaye.Powell@sasinc.com

**Marie Wise, ext. 6549**  
Vice President - Marketing  
EMAIL: Marie.Wise@sasinc.com

**Heather Campbell, ext. 6212**  
Vice President - Foodservice  
EMAIL: heather.campbell@sasinc.com

**Joe Fohey, ext. 6548**  
Category Manager  
EMAIL: Joe.Fohey@sasinc.com

**Alyssa Snyr, ext. 6518**  
Category Manager  
EMAIL: Alyssa.Snyr@sasinc.com

**Christa Verrier, ext. 6528**  
Category Manager  
EMAIL: Christa.Verrier@sasinc.com

**Rachel Wieten, ext. 6526**  
Category Manager  
EMAIL: Rachel.Wieten@sasinc.com

**Luke Steele, ext. 6521**  
Marketing & Communications Specialist  
EMAIL: Lucas.Steele@sasinc.com

Corporate Office / Distribution Center  
4001 Three Mile Road NW  
Grand Rapids, Michigan 49534  
Phone: 616-453-6358 | Fax: 616-453-9309

Distribution Center  
6579 West 250 North, Suite E  
Greenfield, Indiana 46140



# 2021

## Marketing Events & Services Brochure

### New Product Administrative Fee

This service provides implementation into our system, publications, and introduction of the item by SAS Sales Reps. **\$800 per SKU with samples**  
**\$1,000 per SKU without samples**

### Corporate Sales & Marketing Meetings

These business meetings are held quarterly and are an ideal opportunity to discuss market trends, present new items or programs, provide merchandising ideas, and network with our sales and marketing management. 2021 Meeting Dates: Feb 23 & 24, June 8 & 9, August 10 & 11, December TBD. **Cost is \$700 /meeting.**

### Regional Sales Meetings

These meetings are available for you to present pre-authorized products, programs, and promotions; an ideal opportunity to access SAS Sales Reps and Managers. Nine regional monthly meetings. **Cost is \$250 /meeting. Contact Kaye Powell for scheduling and to coordinate your attendance.**

### Pacesetters

Pacesetters provides a "fast track" to distributing your product to our customers who have signed up for immediate shipments of those first-to-market items. [Confection/Snack guaranteed products only] **Cost is \$1000 /SKU.**

### Distribution Drives and Gap Fills

Creation and Distribution of promotional flyer to SAS Sales team; can include closeouts, flash sales. **\$600 per flyer**  
Gap Fill Program runs quarterly, 1 per category. **\$1,200**

### Seasonal Catalogs

Halloween, Christmas, Valentine, Easter  
Seasonal catalog, featuring confection and GM items. **\$300 per SKU.**

### Monthly Promotional Magazine

This monthly promotional program assists our customers in selecting promotional items via a full-color magazine. Our sales team will focus on selling these promotions for a 4-week period as everyday open stock items or pre-booked shippers and displays. **Open Stock Items, \$1,000 ad fee**  
**Changemaker or Novelty, \$400 ad fee**  
**Displays—counter unit or shipper, \$700 ad fee-PREBOOK**

### Campus Retail Promotions

Campus Retail Promotions is a membership program designed to promote your items during the six prominent college months. **Cost is \$500-\$2,100, depending on membership selection.**

*\*marketing & promotional fees are subject to change*

## Marketing Incentive Program

### "Awesome Achievers" (AA / MIP)

Program Dates: September 22, 2020 - February 12, 2021  
Trip Dates: May 10-17, 2021 | **Buenos Aires, Argentina**

This program is in its 25th successful year, providing quality product selection, increasing distribution, increasing supplier support and building retailer relationships. Take advantage of this opportunity to showcase premier products for a 21-week period. Sponsorship at the Ultimate Level earns a trip for the featured destination! Contracts Due July / Items ship October - February  
**Ultimate Level \$37,500 | Grand Level \$20,000 | Awesome Achiever Level \$9,500**



### Vendor Exhibit & Trade Show (TS)

February 25-26, 2021 | Grand Rapids, Michigan

### **Premiere Event!**

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

Contracts Due September / Items Ship April-August  
**\$3,200 /booth for our 2021 show**



### Fall / Winter Catalog Presell (FW)

Annually - June

Products from the Fall/Winter selling season are pre-booked and featured in a full color catalog, with promotional pricing for retailers. Contracts Due April / Items Ship September-December. Ad page sizes based on number of items promoted:  
**Full \$2,700 | Half \$1,800 | Quarter \$1,300**

### Foodservice Showcase (FSS)

Date: August 11 & 12, 2021 | Location: Suburban Showplace  
Novi, Michigan



Regional food show, focusing on convenience foods and the fall/winter "hot-to-go" season. New equipment, products and programs will be displayed. Contracts Due May / Items Ship October-December. **\$2,000 / booth**



### SAS Business Exchange (SBX) (Top-to-Top)

TBD, 2021 | Firekeepers Casino Hotel - Battle Creek, Michigan

This one-on-one meeting with key customers gives you an opportunity to enroll in manufacturer rebate programs, discuss new items, and "hot" deals for the next year. Invitation Only (July) / Items ship December-March. **\$3,500 for our 2021 event**



*\*New prices effective 1/1/2021*