

# SUPERFRIDGE

## In-Store Opportunities

DATE: APRIL 2014  
TO: ALL MERCHANDISERS  
FROM: SUPERFRIDGE  
RE: PLACING SIGNAGE, TEAR PADS & PRICE CARDS CORRECTLY ON SUPERFRIDGE UNIT

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**Brands indicated on posters, riser cards and tear pads in this memo are EXAMPLES ONLY and may not represent the brand that you are featuring during your current promotion.**

During an event, it is extremely important to place the brands advertising in the correct locations on your units. We understand that there may be structures in stores that surround your unit(s) that limit the ability to adhere to the instructions in this memo, but we expect full compliance by ensuring that the proper signage, tear pads, price cards or posters be placed on your unit(s) during each visit, when able. If these items are not in the correct places during your visits, please correct them.

Below are examples of how your unit should look when placing posters, riser card, price card and tear pads. Note: Tear pads **may not** be a part of every event, but it is important to know where and how to place them when you do receive them. See back of this memo for tear pad placement.

### **FULL UNIT PICTURE EXAMPLES BELOW**



**SEE BACK OF THIS MEMO FOR POSTER, RISER CARD, TEAR PAD AND PRICE CARD INSTRUCTIONS.**

## RISER CARD, PRICE CARD & TEAR PAD PLACEMENT

\*The below picture shows the top back of unit frostshield\*



### When looking at your unit:

- Riser card should be placed in the left side riser card holder.
- Stores price card should be placed in the right side price card holder.  
Speak to your store personnel to obtain a price card for each event.

**Do not place price card on any portion of the riser card. Riser card must be completely visible.**

- Tear pad should be placed in the riser card holder in front of the riser card by inserting the clip that is attached to the back of the tear pad.

## TEAR PAD INSERTION EXAMPLE



**SEE ADDITIONAL INSTRUCTIONS FOR POSTER PLACEMENT**

## POSTER PLACEMENT

Poster placement on your unit(s) is given to us by the brand's manufacturer.

There may be times when promotions will feature more than one type of poster on your unit(s). If this occurs, a yellow memo will be included in your promotion pack giving you instructions on poster placement. Please read your memo carefully to determine proper placement of posters. *Note: Your Promotion Instruction Letter will also indicate the brands poster and riser to be featured.*

### Example portion of the Promotion Instruction Letter

PROMOTION INSTRUCTION LETTER			
CHAIN - MARKET			
Department: Frozen			
Unit Setting:	FREEZER		VISIT REPORT CODE
Shelf Level:	FLOOR OF UNIT		Setup
Full Unit Holds:	9 Cases		Follow-up 1
Distribution Method:	Allocation		Follow-up 2
Promotion Dates:	<b>August 12 - August 25</b>	Slot 172013	Follow-up 3
Posters:	Smucker's Uncrustables		
Risers:	Smucker's Uncrustables - Wheat Bread		

**Poster & Riser Description**

When indicating poster placement, if multiple posters are sent, we will reference:

**FRONT OR SIDES on the memos.**

***Examples are below on how poster placement will be communicated to you.***



Place this poster  
on **FRONT** of unit



Place this poster  
on **SIDES** of unit

### FINAL VIEW OF POSTER PLACEMENT



**If you are unclear after reading any memo instructions, please contact your Superfridge Representative or Supervisor, immediately. They will be able to assist you.**

Superfridge Representative: 1 (800) 733-2999

\*Please keep this memo for future reference\*

View the training video here: [Training Video Link](#)

## Merchandiser Visits

**All promotional material will be mailed to the store. You will be receiving a glove and an ice scraper to your home**

Merchandisers will visit each store four (4) times during each promotion on the designated visit days, unless otherwise notified by their Territory Manager. Certain duties are required at each visit, while other duties are specific, depending upon the visit number.

*On each visit –The merchandiser should make an appearance with the department managers to identify themselves and that they are there to service the Superfridge unit. This should be done at each visit.*

*If any issues arise during the visit to the store that prevents the merchandiser from completing their service visit – they should call their Territory Manager directly for direction or the Superfridge hotline at 800-733-2999. Some issues that may arise are broken or missing freezers, missing POP etc.*

### **Visit #1 (Promotional Set-up) - Must be done on Monday or Tuesday of the Promotion Week**

1. Remove previous promotional product from unit and replace items to stock as directed by store personnel or store policy.
2. Check inside drop-in thermometer for correct temperature. Set mode switch for current event (*refrigeration mode for dairy/meat products and frozen mode for frozen products*). If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
3. If you are going from freezer to refrigerator, you will need to defrost the freezer. In order to defrost the freezer, you would first need to unplug the freezer and wheel it into the back room. Put a hose in the unit and run warm through the freezer. **Please be sure and not use hot water to avoid getting burnt.** Then you would need to scrape the sides and wipe down the unit. Scrape interior and remove all frost/ice.
4. Remove and discard previous event POS materials and price card.
5. Clean interior and exterior of unit, remember to include grates. Pull unit away from wall and be sure to wipe down backside of unit as well, including grates.
6. Affix current POS.
7. Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
8. Scan current featured item for pricing. Place price card (use computer generated as store policy designates.)
9. Note number of pieces of previous promotion removed from unit, number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer? (***This information is critical to your FieldLink visit report***)
10. Initial and date visit card attached to unit.
11. Always be certain that area around unit is free of debris from your service visit.

12. Remember to report your service visit on Superfridge website and when all assigned stores are serviced for the scheduled visit day. All reports must be submitted same-day by 10pm. Be sure and keep track of your confirmation code that you get from the Superfridge system because you will also need to enter in our system at [www.questmerchandiser.com](http://www.questmerchandiser.com) in order to get paid for the job.

**Visit #2 (Follow-up) - Must be completed on the Thursday or Friday of the Promotion week**

1. Check inside drop-in thermometer for correct temperature. If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
2. Scrape interior and remove all frost/ice.
3. Clean interior and exterior of unit, remember to include grates.
4. Restock unit with featured item (or substitute). Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
5. Check current POS, reposition or replace if necessary.
6. Scan current featured item for pricing.
7. Place price card (use computer generated as store policy designates.)
8. Note number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer?
9. Sign and date sign-in card.
10. Always be certain that area around unit is free of debris from your service visit.
11. Prompt for a re-order if there is an indication that the product is selling down, or there is a lack of promotional product.

12. Remember to report your service visit to FieldLink when all assigned stores are serviced for the scheduled visit day. All reports must be submitted same-day by 10pm. Be sure and keep track of your confirmation code that you get from the Superfridge system because you will also need to enter in our system at [www.questmerchandiser.com](http://www.questmerchandiser.com) in order to get paid for the job.

**Visit #3 (Follow-up) - Must be completed by the Monday or Tuesday of the Follow up week**

By this time you should have received POS and information for the **upcoming promotion**. **This will be found in the backroom and will be in a bright blue box.** Please open and inspect the contents. If you do not receive this package by at least a week before the beginning of the next scheduled event, call your Territory Manager immediately *or the Superfridge hotline at 800-733-2999*. Be certain to read the informative paragraph included on the *Promotion Instruction Letter*. Bring Promotional Alert/Order Form to store(s) on this visit.

1. If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
2. Scrape interior and remove all frost/ice.

3. Clean interior and exterior of unit, remember to include grates.
4. Restock unit with featured item (or substitute). Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
5. Check current POS, reposition or replace if necessary.
6. Scan current featured item for pricing.
7. Place price card (use computer generated as store policy designates.)
8. Note number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer?
9. Sign sign-in card.
10. Always be certain that area around unit is free of debris from your service visit.
11. Prompt for a re-order if there is an indication that product is selling down, or there is a lack of promotional product.
12. Distribute paperwork (Promotion Alert or Order Form) to store personnel for upcoming promotion.
13. Remember to report your service visit to FieldLink when all assigned stores are serviced for scheduled visit day. All reports must be submitted same-day by 10pm. Be sure and keep track of your confirmation code that you get from the Superfridge system because you will also need to enter in our system at [www.questmerchandise.com](http://www.questmerchandise.com) in order to get paid for the job.

**Visit #4 (Last visit for this promotion) - Must be completed on Thursday or Friday of the Follow up week**

1. Check inside drop-in thermometer for correct temperature. If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
2. Scrape interior and remove all frost/ice.
3. Clean interior and exterior of unit, remember to include grates.
4. Restock unit with featured item (or substitute). Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
5. Check current POS, reposition or replace if necessary.
6. Scan current featured item.
7. Place price card (use computer generated as store policy designates.)
8. Note number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer?

9. Sign sign-in card.
10. Always be certain that area around unit is free of debris from your service visit.
11. Remind store personnel of promotional product for upcoming promotion that will begin on your next visit.
12. Remember to report your service visit to FieldLink when all assigned stores are serviced for scheduled visit day. All reports must be submitted same-day by 10pm. Be sure and keep track of your confirmation code that you get from the Superfridge system because you will also need to enter in our system at [www.questmerchandiser.com](http://www.questmerchandiser.com) in order to get paid for the job.

# Entering Information via the web

Each merchandiser is given a password when assigned a store. The password is always their FIRST INITIAL and LAST NAME – ex. John Smith's password would be jsmith

Go to  
<https://network.superfridge.com/>

Click on Web Reporting

Enter your 10 digit phone # Example 860-632-9340 (you need the dashes for the number to be accepted)

Enter the initial of your first name and then your last name. example - jsmith

Merchandiser Login

Phone #:

Password:

Go

Field Service Company  
(Merchandiser Reporting History)



Back Address: https://network.superfridge.com/IVRDuplicate/Input.aspx

**SUPERFRIDGE**  
In-Store Opportunities

Merchandiser Web Reporting System

Merchandiser HQ

Report Input John Smith

Stores in red are out of service. Visit not expected. E-mail your market coordinator with information on this visit.

- When the visit to the store was complete, was the Superfridge unit operating properly on the sales floor?
- (First visit of slot only) Please enter the number of individual pieces, if any, of the previous promotional product you removed from the unit.
- (Not on first visit of slot) When you arrived at the store, was there any promotional product from section A of your paperwork inside the Superfridge unit?
- When your visit was complete, what was the unit stocked with?
- Enter the number of pieces of promotional product (from Section A of your paperwork) stocked in the unit.
- (Not on first visit of slot) Has the store received a reorder of the promotional product?
- Enter the regular everyday price of the promotional product listed in Section A of your paperwork.
- Enter the current price of the promotional product listed in Section A of your paperwork.
- Did the promotional item appear in the store's own promotional flyer ad?

Click on report visit to enter the store info.

Store	Date	On Floor? (1)	Pieces Removed (2)	Remaining Product? (3)	Filled With? (4)	Number of Pieces (5)	Received Reorder? (6)	Everyday Price (7)	Current Price (8)	In Flyer? (9)	
KROGER DELTA 617	02/11/2009										<a href="#">Report Visit</a>
KROGER DELTA 624	02/11/2009										<a href="#">Report Visit</a>

[Submit](#)

Back Address: https://network.superfridge.com/IVRDuplicate/Input.aspx

**SUPERFRIDGE**  
In-Store Opportunities

Merchandiser Web Reporting System

Merchandiser HQ

Report Input John Smith

Stores in red are out of service. Visit not expected. E-mail your market coordinator with information on this visit.

- When the visit to the store was complete, was the Superfridge unit operating properly on the sales floor?
- (First visit of slot only) Please enter the number of individual pieces, if any, of the previous promotional product you removed from the unit.
- (Not on first visit of slot) When you arrived at the store, was there any promotional product from section A of your paperwork inside the Superfridge unit?
- When your visit was complete, what was the unit stocked with?
- Enter the number of pieces of promotional product (from Section A of your paperwork) stocked in the unit.
- (Not on first visit of slot) Has the store received a reorder of the promotional product?
- Enter the regular everyday price of the promotional product listed in Section A of your paperwork.
- Enter the current price of the promotional product listed in Section A of your paperwork.
- Did the promotional item appear in the store's own promotional flyer ad?

Enter your report information and click Done. If you have multiple stores repeat this process for the next store by clicking on Report Visit, filling in the information and clicking Done.

Store	Date	On Floor? (1)	Pieces Removed (2)	Remaining Product? (3)	Filled With? (4)	Number of Pieces (5)	Received Reorder? (6)	Everyday Price (7)	Current Price (8)	In Flyer? (9)	
KROGER DELTA 617	02/11/2009	Yes	<input type="text"/>		n/a	<input type="text"/>		<input type="text"/>	<input type="text"/>	Yes	<a href="#">Done</a> <a href="#">Cancel</a>
KROGER DELTA 624	02/11/2009										<a href="#">Report Visit</a>

Once you have entered your reports, click **SUBMIT** at bottom of the screen. A screen will pop up and ask if you are sure that you want to submit, if your report is complete click **SUBMIT** again.

A new screen will pop up with your confirmation number. You should write this number down or print out page for your records. If there is ever a problem with your report, the confirmation # is your proof that the report was accepted by the website and entered on time. If you do have a problem with entering your report or you do not get a confirmation number, email or call your Territory Manager. This call or email must be sent before the report time expires for your visit.

### East Team assignments by chain

Chain	State	ATM
A&P		Jessica Salmon
Acme		Rachel Klass
Acme Meal Deal		Rachel Klass
Belle Foods		Matt Lawrence
Big Y		Jessica Salmon
Bilo		Matt Lawrence
Carlie C's		Matt Lawrence
Farm Fresh		Jessica Salmon
Farm Fresh Meal Deal		Jessica Salmon
Giant Eagle		Rachel Klass
Jewel		Jessica Salmon
Jewel Meal Deal		Jessica Salmon
King Kullen		Rachel Klass
Kroger Atlanta		Matt Lawrence
Kroger Cincinnati		Rachel Klass
Kroger Columbus		Rachel Klass
Kroger Mid-Atlantic		Jessica Salmon
Lowes Charlotte		Rachel Klass
Marsh Indy		Rachel Klass
Pathmark		Jessica Salmon
Price Chopper		Rachel Klass
Shaw's		Jessica Salmon
Superfresh		Jessica Salmon
Tops		Rachel Klass
Waldbaum's		Jessica Salmon
Walmart East 1	AL, FL, GA, SC	Matt Lawrence
Walmart East 2	KY, NC, TN, VA, WV	Rachel Klass
Walmart East 3	CT, DE, IN, MA, MD, ME, NH, NJ, NY, OH, PA, RI, VT	Jessica Salmon
Winn Dixie Jacksonville		Matt Lawrence
Winn Dixie Miami		Matt Lawrence
Winn Dixie NO		Matt Lawrence
Winn Dixie Orlando		Matt Lawrence

*Matt 27789*

*Rachel Klass 27286*

*Jessica Salmon 27781*

TERRITORY 1 - Sally Smith	TERRITORY 2 - Kevin Brostek	TERRITORY 3 - Wendy Vila
Albertsons Phoenix	Albertsons Dallas	Busch's - MI
Bashas' Phoenix	Brookshire Dallas	Coburn's MI
Albertsons - LA Grocery	Brookshire Bros	Cub Foods MN - Grocery
Albertsons - LA Meal	Albertsons Denver	Heartland - MI
Albertsons Portland - Grocery	Homeland	Kroger Delta
Albertsons Portland - Meal	King Sooper Denver	Kroger - Detroit
Albertsons - SLC Grocery	United Supermarkets Lubbock	Kroger Mid-South
Albertsons - SLC Meal	Wal-Mart - IA	Leppinks - MI
Food Maxx - No CA	Wal-Mart - ID	Neiman's - MI
Lucky - No CA	Wal-Mart - KS	Plumb's - MI
Raley's - No CA	Wal-Mart - LA	Spartan - MI
Ralphs - LA	Wal-Mart - ND	Super K-Mart East
Savemart - No CA	Wal-Mart - OK	Tom's - MI
Scolaris - Reno	Wal-Mart - OR	Value Center - MI
Smith's SLC	Wal-Mart - SD	Village Market - MI
Wal-Mart - AZ	Wal-Mart - TX	Wal-Mart - AR
Wal-Mart - CA	Wal-Mart - WA	Wal-Mart - IL
Wal-Mart - NE		Wal-Mart - LA
Wal-Mart - NIM		Wal-Mart - MI
Wal-Mart - NV		Wal-Mart - MN
Wal-Mart - UT		Wal-Mart - MO
Cub Foods MN - Meal		Wal-Mart - MS
		Wal-Mart - WI

**Sally Smith**  
[sally.smith@superfridge.com](mailto:sally.smith@superfridge.com)  
860-740-7784

**Kevin Brostek**  
[kevin.brostek@superfridge.com](mailto:kevin.brostek@superfridge.com)  
860-740-6291

**Wendy Vila**  
[wendy.vila@superfridge.com](mailto:wendy.vila@superfridge.com)  
860-740-6283

<b>TERRITORY 1 - Sally</b>	<b>TERRITORY 2 - Kevin</b>	<b>TERRITORY 3 -Wendy</b>
Albertsons Phoenix	Albertsons Dallas	Busch's - MI
Bashas' Phoenix	Brookshire Dallas	Coburn's MI
Cub Foods MN - Meal	Brookshire Bros	Cub Foods MN - Grocery
Albertsons - LA Grocery	Albertsons Denver	Heartland - MI
Albertsons - LA Meal	Homeland	Kroger Delta
Albertsons Portland - Grocery	King Sooper Denver	Kroger - Detroit
Albertsons Portland - Meal	United Supermarkets Lubbock	Kroger Mid-South
Albertsons - SLC Grocery	Wal-Mart - AR	Leppinks - MI
Albertsons - SLC Meal	Wal-Mart - IA	Neiman's - MI
Food Maxx - No CA	Wal-Mart - ID	Plumb's - MI
Lucky - No CA	Wal-Mart - KS	Spartan - MI
Raley's - No CA	Wal-Mart - LA	Super K-Mart East
Ralphs - LA	Wal-Mart - NE	Tom's - MI
Savemart - No CA	Wal-Mart - ND	Value Center - MI
Smith's SLC	Wal-Mart - OK	Village Market - MI
Wal-Mart - AZ	Wal-Mart - OR	Wal-Mart - IL
Wal-Mart - CA	Wal-Mart - SD	Wal-Mart - KY
Wal-Mart - NM	Wal-Mart - TX	Wal-Mart - MI
Wal-Mart- NV	Wal-Mart - WA	Wal-Mart - MN
Wal-Mart - UT		Wal-Mart - MO
		Wal-Mart - MS
		Wal-Mart - WI
<b>Sally Smith</b>	<b>Kevin Brostek</b>	<b>Wendy Vila</b>
<a href="mailto:sally.smith@superfridge.com">sally.smith@superfridge.com</a>	<a href="mailto:kevin.brostek@superfridge.com">kevin.brostek@superfridge.com</a>	<a href="mailto:wendy.vila@superfridge.com">wendy.vila@superfridge.com</a>
860-740-7784	860-740--6291	860-740-6283
Revised 4/5/2013		

## Troubleshooting Superfridge Units

**Please note, we cannot process a repair if any of the information below is missing.**

**Refrigeration Mode Temperature Range: 33 – 38 degrees Fahrenheit**

**Freezer Mode Temperature Range: - 10 degrees Fahrenheit or colder**

- What is the temperature reading from the **drop-in** thermometer on the inside of the unit?
- Is the compressor running? Is it short-cycling?
- If the compressor is not running at all -- was unit tested on another outlet/was outlet tested?
- Is the unit making any loud noises/shaking/have a burning smell?
- Is the unit running off an extension cord; if yes, approximately how long is it?
- Name anything else that is plugged into the same outlet as our unit.
- Ensure that all 3 prongs on the plug are in good shape and fit securely into the outlet.
- (Hussmann only) Is the red light on?
- Ensure that the switch is in proper position and is in working order.
- What is the name and title of the contact person in the store?
- Where did you leave the unit? (If possible, leave unit plugged in and running for technician. If that is *not* possible, leave at room temperature in back room. **Do not place in cooler or freezer.**)

### **Four-Corner Test**

*If the unit has already been unplugged by the store upon arrival, explain to store management that you **must** test the unit in order to provide the technician with repair information. **To begin, plug unit into working outlet.***

- (Hussmann only) If issue is clogged condenser, indicator light will come on within first 30 seconds or so.
- The fan and compressor should also kick on. If you cannot hear the compressor, place your hand against side of unit to feel for vibration. (If light is not on and compressor not running, move to another outlet and start over.)
- Within 3-5 minutes a thin veneer of frost should develop evenly along top of unit and in four corners right below the frost shield. If the unit is not starting up properly, the sides will be cold but not frozen; or two sides may freeze, but not all four.
- Listen for rattling, loud humming/vibrations, etc.
- If a repair is required, who is the contact and what is his/her title?
- Where is the unit located? (If possible, leave unit plugged in and running for technician. If that is *not* possible, leave at room temperature in back room. **Do not place in cooler or freezer.**)

**Tuesdays: 2:00 ~~pm~~ am EST**

**Thursdays: 4:00 pm EST**

**Fridays: 9:30 am EST**

**Training Call Phone Number: 949-390-1919**

**Conference ID: 9227128**

### Guidelines for Switching SF from Freezer to Refrigeration Mode

- 1) Unit must be completely defrosted and wiped dry. Unit must also remain unplugged a minimum of 10 minutes to allow compressor to cool before changing modes.

**\*\*Note: It is essential that no ice remain in unit as this can cause leaking and potential slipping hazards. Ensuring that drain plug is securely in place will guard against this as well.**

- 2) Flip toggle/switch to refrigeration mode.

**Aucma**: Flip switch down to refrigeration setting. Dial should be set at 3.5. Temperature may be adjusted by moving the dial in ½-degree increments. Lower settings = warmer temperature/higher settings = colder temperature.

**Hussmann**: Flip toggle to the “up” position

- 3) To confirm unit functionality, perform 4-corner test:  
After unit has been running for 5-10 minutes, place hand on each of the 4 corners. They should feel cold to the touch.

**\*\*Note: Unit must be properly defrosted in order to conduct an accurate test.**

- 4) On subsequent visits, check interior thermometer to confirm unit is within the temperature range for refrigeration mode: 33-38 degrees Fahrenheit.

To avoid freezing product, stage items away from unit walls and floor, and rotate items on follow-up visits.

If unit is running too warm/cold, please provide temp reading from interior thermometer. **We cannot process a repair without this information.**

# Superfridge Picture Taking Guidelines

This is how your units should look like before taking and submitting pictures of the Superfridge units. Remember, we send these pictures to our clients.

Posters are displayed, riser & price cards are up, and unit is clean (no ice/frost) and well presented





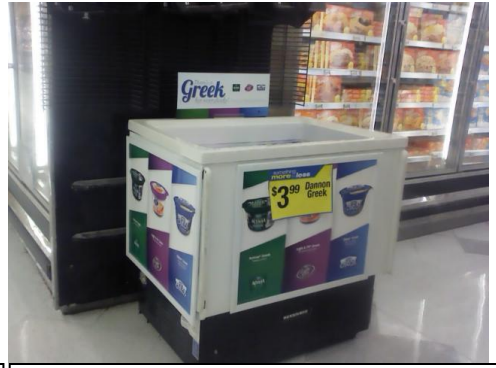
**Pictures below cannot be forwarded to clients due to variety of issues (listed under each picture).**



Product over the "Fill" Line



Price Card blocking the Riser Card



Price Card Blocking the Poster



No Price Card



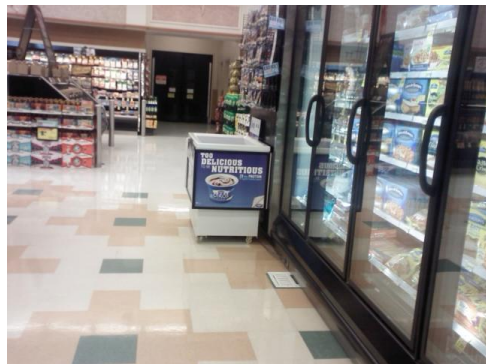
Too close also incorrect product



Too close also messy product

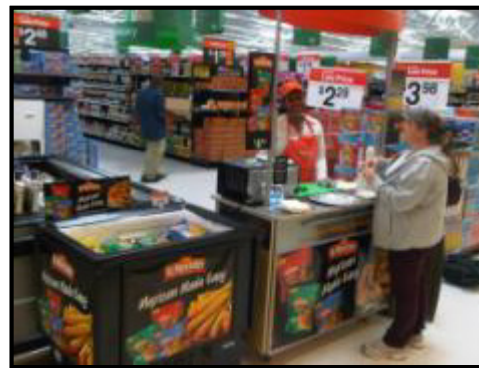


Electrical cord



Too far away

To:	Walmart Store Managers
From:	Tyler Lehr, Vice President DMM- Frozen Food
Date:	November, 2013
Subject:	Frozen and Dairy Shopper Events – Superfridge Bright Ideas Program



**Objective/Overview:** The purpose of the Superfridge Bright Ideas Program is to interrupt the shopper outside of the traditional shopping path in the store with a branded display. The Superfridge spot box should be on the selling floor at all times. When applicable, the Bright Ideas sampling cart will be set up next to the spot box to make sampling events even more effective. The overall goal of this program is to drive increased trial and conversion of frozen and on occasion, refrigerated items.

**Wire location:** For more information on the Superfridge program, please visit the Demo home page.  
[Demo Home Page on the WIRE > Knowledge Center > Business Support > Merchandising > Demo Event Program](#)

**Details:**

The locations listed below are preferred placement and must be near an electrical outlet:

- Dairy bunker
- Frozen bunker
- Deli
- Perimeter of Grocery
- Produce pole

- Superfridge display has been featured at every Year Beginning and Year End show since its inception.
- A Superfridge specialist will be in your store weekly to perform all necessary services including stocking the product, cleaning the equipment, and maintaining signage.
- The Superfridge unit will always be on the floor and will rotate product every 2 weeks.
- At the start of each 2 week period, inventory will be forced out to stock the Superfridge; however you will need to work with your Superfridge representative to monitor the inventory through each two week period and order incremental inventory when necessary.

**Store Responsibility:**

*Work with your Superfridge representative to order additional inventory when necessary. To further increase sales, Superfridge display can be restocked by the store personnel.*

Thank you for your cooperation and support!

Sincerely,

Tyler Lehr,  
 Vice President DMM- Frozen Food