



Premium Products and Personal Service!

Newsletter #5 May 2012

Have you saved the date?

Our Alison's Pantry Food Show is August 25th (see pg. 4).



Learn more about our keynote speaker, Chef Brad, at byutv.org. Search for "Chef Brad" to view his Fusion Grain cooking segments.

EXCITING NEW PRODUCTS DEBUT IN #5

Catalog #5 welcomes a host of new products, including:

- Wise Food Storage kits (pg. 38)
- Camp Chef cast iron cookware, and two-burner propane stove (pg. 39)
- Vane Foods canned goods (pg. 32)
- Lawford's Cream Syrups (pg. 27)
- and many new kitchen tools!

We're featuring new preparedness and cast iron products in Catalog #5. Learn more on page 2!



Wise Company provides the highest quality freeze dry and dehydrated food for emergency preparedness and outdoor use. The kits offered in Catalog #5 take the guesswork out of preparedness with just-add-water meals.

Our friend, Kathy Deleeuw, shared this review when she tested one of the Wise Food Storage meals: "I had a quick errand to run, and I put the package of Wise Chili Macaroni in boiling water, turned off the heat, and 20 minutes later supper

was ready! It has a great taste and is simple to prepare. This is a good, nourishing product to prepare if needed."

Welcome to Our Newest Representatives

- Trina Oxborrow ☞ McGill, NV
 Jenn McElligott ☞ Saratoga Springs, UT
 Tara Neilson ☞ Logandale, NV
 Nellie Main ☞ Hays, MT
 Stacie Lira ☞ Torrington, WY
 Shelly Felter ☞ Myton, UT
 Tia Desirena ☞ West Valley City, UT
 Jodi Goss ☞ Minot, ND
 Tyra Schnaible ☞ Gillette, WY
 Amber Miller ☞ Rigby, ID
 Jill Beck ☞ Blackfoot, ID

The new canned items from **Vane Foods** are an asset to food storage plans, but also wonderful as ingredients in weekday meals. Each is made from high-quality cuts of meat and vegetables. These products, including Deluxe Pulled Chicken, Cubed Beef, Beef Stew, and more, are routinely used by restaurants.



Another premium product line debuting in Catalog #5 is Lawford's Cream Syrups. Made from real cream, these decadent syrups are heavenly on pancakes and waffles, but also a treat when drizzled on fruit salads and cakes. Available in Maple, Vanilla, Cinnamon and Coconut Cream varieties.

Invite a friend to become an AP Rep and earn a referral bonus this month!

Watch for a great selection of new high-quality kitchen tools from Norpro throughout the catalog this month as well!



NEW CAST IRON COOKWARE ARRIVES!

We're excited to add several new products from the Camp Chef company to Catalog #5. Camp Chef's slogan is "The Way to Cook Outdoors" but we love that their sturdy cast



iron cookware is strong enough for rugged camping trips, but beautiful and functional for use in your kitchen (see page 39).

AP customers will want to own one of Camp Chef's best-selling 12" Cast Iron Skillets. Like all of Camp Chef cast iron,

the skillet features their all-natural, "True Seasoned" ready-to-cook finish.

You'll also find a 6 quart Dutch Oven, Cast Iron Loaf Pan, Cast Iron Corn Bread Pans, and Cast Iron Conditioner to properly care for all of these products. Outdoor enthusiasts and home canners will be excited to see Camp Chef's one-burner and two-burner stoves as well. Keep the heat of canning outside this Summer!



SAVE
15-20% with



over Lodge
brand cast iron
products!

SEE HOW THEY GROW!

Instead of our usual Winner's Circle, for awhile we will be featuring Reps who may not be in the Top 10 yet, but are making great strides in their sales. We will highlight one Area Coordinator's area each month. Check out the increases from these great Reps in AC Betty Kitzan's area:

- Tammy Doyle, Chinook, MT **\$3,731.41** (*this was her first order!*)
- Amy Haugen, Beulah, ND **+\$3,325**
- Patti Cummins, Fairview, MT **+\$2,620**
- Angela Mackey, Dickinson, ND **+\$2,050**
- Kathy Ball, Sheridan, MT **+\$1,814**
- Jenifer Dukart, Dunn Center, ND **+\$1,759**
- Ann MacDonald, Nashua, MT **+\$1,687**
- Tasha Schock, Bismarck, ND **+\$1,619**
- Emily Madsen, Volborg, MT **+\$1,379**
- Karen Stultz, Glen Ullin, ND **+\$1,625**



"I gave each of my customers an extra book and asked them to pass it on to a friend. Then I told them that for EACH person they referred who ordered, I would give them a \$5 coupon. I added 7 new customers this month and also got a few customers to order that haven't in several months. I also sent several texts and emails to remind everyone. It worked!"

Marlene Koziara,
Plentywood, MT
(who increased her order by \$1,442)



Mandie Melton, of Glendive, MT increased her order by a whopping \$3,033!

"I put Facebook postings on every local Facebook group site within 20 miles (we have group sites that people use to sell their old stuff on, and I put it on the ones I'm part of). I also posted a split list of popular bulk stuff."



GROW

Looking for a new way to build your sales? AP Rep Brandy Buckman suggests trying a "Book Party". Invite your customers to gather orders for you (at their workplace, in their neighborhood, or among family members), in exchange for a free AP product, or a discount on their own order.

CONTESTS

A monthly contest is a great idea to gain new customers and increase your Alison's Pantry sales. Read contest ideas below from Reps who are quickly growing their AP businesses.



Angie Mackey, Dickinson, ND

"My customers had to purchase at least \$50 from each Catalog #1, #2, and #3. For every \$50 they spent, they got one entry into a drawing for \$50 off their catalog #4 order. I actually had people call back to increase their order once they got an email reminder about the contest."



Ashley Chidester
Escalante, UT

"After 3 consecutive orders, I drew for a breakfast basket (hashbrowns, french toast sticks, syrup, fruit, smoothie mix, etc.). Another time I did a baking basket (Creme Cake Mix, Cookie Mix, Bak-Klene, muffin cups, baking bits, etc.) I will definitely do it again!"



Susan Miner
Moorcroft, WY

"I did a drawing for referrals. The customer's friend had to order at least \$20. The winner and their friend got Easter pasta."



Melissa Forgey
Casper, WY

"I did a contest for any order of \$200.00. I drew a name for delivery to their home...(I otherwise don't deliver), and any order under \$200 could be drawn for free shipping that month."

FIND WHAT YOU NEED!

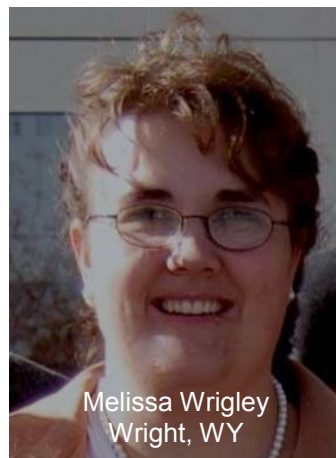


Our catalog has a new look! In response to comments that Reps and customers were having some difficulty finding products in our 40-page catalog, we have made a few changes.

We've given the catalog a cleaner, more streamlined look. The pages are less cluttered, with fewer Pantry Pointers and testimonials.

And, we will be using many of the same photos from month to month to make it easier for customers to find their favorites.

Non-food items have moved to the bottom of the pages, when paired with other AP food products. We hope you enjoy these changes, and would love to hear your feedback.



Melissa Wrigley
Wright, WY

"I have been having a problem with people not picking up until the week after delivery, so I started a \$25 gift certificate drawing for those who pick up their order on delivery day! I get at least 20 to 25 orders out on

delivery day now. I put all their names in, and draw 2 out.

I also like to do an Early Bird contest....this is for those who get me their order before I call them on order day. I keep a box of different items and let the winner choose from it."

AREA COORDINATOR TIP OF THE MONTH



We're inviting our Area Coordinators to share their favorite ideas to help you with your AP business. This month's tip comes from **Debbie Maihofer, of Page, AZ.**

When I visited Phoenix, I found myself frustrated at the grocery store because it was so busy and everyone was so rushed.

I realized that the benefit of shopping from the convenience of home is something I should market to AP customers.

This is a contest that I used to help encourage my customers to order through me and avoid the grocery store rush:

For every \$100 order, the customer was entered into a drawing for FREE SHIPPING. So, if they ordered \$200 their name was entered twice, and so on. It increased my orders, and the cost of the prize was reasonable due to my higher sales. My customers loved this offer.

NEW AP REP BUILDS SALES

AP Rep **Wendy Brockel** replaced a previous Rep in a small South Dakota town and has dramatically increased her sales. Check out Wendy's impressive totals:



Catalog #1 \$1187.39
Catalog #2 \$2682.93 Catalog #3 \$4162.12

"When I heard that the previous Rep was moving, I thought AP would be a great opportunity for me to make a little extra cash and get some of my food paid for. Who doesn't need food?! We have 4 children, the last of whom was born last March. I am a nurse in our small town's 6 bed hospital and also work in the clinic, but didn't want to go back to working full time and lose out on precious time with our kids. I know most of the people who live here, as I have lived here all my life (aside from my college years). The products that Alison's Pantry offers sell themselves, I'm just here to remind people when to order. I love the challenge of exceeding a goal, I'm very competitive, even with myself!"



2012 Food Show

August 25th, 2012
9 a.m.—2:00 p.m.

Utah Valley Convention Center
220 West Center Street, Provo, Utah



UTAH VALLEY
CONVENTION CENTER

- Brand new facility
 - Incredible architecture
 - State-of-the-art
 - Beautiful mountain views
- Our biggest food show yet!**



Provo Marriott
101 West 100 North
1-800-777-7144

We've arranged for a special \$99 rate for Reps who are attending the show. Just let the reservationist know you are with the "Alison's Pantry Food Show."

REMINDER CALLS

Our most successful Reps know the benefit of calling their customers when order day nears. If calling makes you uncomfortable, just use Brandy Buckman's casual approach:

"When I call my customers for the reminder, I just say, 'Hello, it's just Brandy, how are you today? Great, I was just checking to see if you needed anything from the Alison's Pantry book for the March shipment before I place the order?' 90% of the time the customer will say, 'OMG I am so glad you called! I almost forgot, I do have an order!' And, if they don't, I still say, 'Okay great, I will catch you next time then. Take care.'" If they say they did not get a chance to look, I say, "Okay, then you can still add on an order if you would like time to take a look. Just call or e-mail it to me by Sunday at 6:00 PM."

Brandy increased her order \$1,371 over the previous catalog!