



Est. 1987

Alison's Pantry™



Representative Manual

This Representative Manual has been created to welcome and orient you to our Alison's Pantry Team. It contains information that will help you organize, manage, and grow your new business. Sample forms, which you should become familiar with, are also included.

Please review this manual and contact your Area Coordinator or our office with any questions.

Alison's Pantry
PO Box 1019
Pleasant Grove, UT 84062
1-866-572-6879
Local: (801) 796-6411
Fax: (801) 796-9309
www.alionspantry.com

Welcome to the Alison's Pantry Team!

Congratulations on making the decision to become a Representative for Alison's Pantry. The information contained in this manual has been designed to assist you in managing your new business. This manual contains answers to many of the questions that you may have, so please refer to it before contacting your Area Coordinator.

When your customers sample our products, you will be delighted with how easily Alison's Pantry products sell. We stand behind every product with an unconditional guarantee and offer quality items.

Your Area Coordinator will be contacting you soon. She will help you with any questions or concerns you may have, promotional ideas, order day requirements, as well as other information about Alison's Pantry. Please keep this manual on hand and refer to it often.

This Manual contains the following:

- **Representative Adjustment Worksheet**
- **Information on how to track and report shorts**
- **Returning product instructions**
- **What to do when you receive an order**
- **Ordering Methods**
- **Payment Policies**
- **Instructions to the 'Pantry Program'**
- **Basic Representative Outline**
- **Marketing Helps, Graphs, etc.**

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We look forward to having you as part of our Alison's Pantry Team!

Best wishes,

Alison Chuntz, Owner/President

Joshua Kissee, General Manager

Kim Henke, Sales Manager

A Business – NOT a Hobby

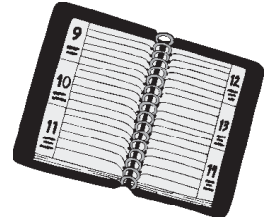
How to Order Alison's Pantry Catalogs:



1. To begin with, make a list of your potential customers; this will give you a starting point. Remember to order extra as well. You will want to adjust what you order each month as your customer base grows.
2. Suggested Ratio – 50–100 catalogs per \$1,500.00 average sales.
3. Catalogs are **FREE**. Order the number needed. Please give out ALL that is ordered!
4. Remember to order catalogs with **EVERY** order. The catalogs will have an ordering number. Please use this number.

What is the Best Way to Distribute Alison's Pantry Catalogs?

1. Fill out order date, approximate delivery date, your name, and phone number on catalog and newsletter. (*We suggest putting info on an Avery label to cut down on time.*)
 - a. Customers like the extra service of a personal newsletter.
 - b. Newsletter can be filled with recipes and product descriptions.
2. Timing is important ... give out catalogs approximately 2 weeks before Order Day.
3. Record the name and address of the customer that received a catalog.
4. New Customer – Be sure to explain Alison's Pantry Advantages, how to order and when payment is due.
 - a. Contact each home personally before leaving a catalog.



THE PERSONAL TOUCH GETS THE SALES!

Who Are Your Customers?

1. Busy working people – purchase fast, fun type foods.
 - a. Locations such as hospitals, nursing homes and schools will often generate much interest. Ask if you can place catalogs in the break rooms.
2. Basic storage type people – purchase basic type foods.
3. Stay at home moms – purchase items for family, school lunches.
4. Daycares – purchase many items that they can utilize in their business. The children will help with word of mouth advertising to their parents.

Know Our Products:

1. Explore the new Representative Packet.
2. Point of Sale material (*colored, descriptive literature received each month with catalogs*) should be saved for reference.
3. Use products **YOURSELF!** Personal testimony is a sure sale!
4. Organize and file all information from the office and your Area Coordinator, so it can be referred to as needed.

How Best to Advertise:

1. Word of mouth is best (samples to taste when order is picked up)
2. Newspapers, radio, contests, fairs, everyone you come in contact with.
3. Good **SERVICE** expands your exposure!
4. **CALL BACK** is a **MUST!** Customers are very busy and may have forgotten to get you their order. They will always appreciate a friendly reminder! You will find that a large percentage of customers will thank you for the reminder..

Collecting Orders:

1. Set a dollar goal – don't stop working until it has been reached!
 - a. Why are you selling Alison's Pantry?
 - b. Review your goals (See Goals Worksheet).
2. Get excited about your new business.
 - a. Wonderful products, good service, freshness, etc.
 - b. Think of all the good things about Alison's Pantry.
3. Contact everyone you gave a catalog to – Don't Procrastinate!
 - a. Call several days before Order Day, so they can get back to you.
 - b. Most people cannot be contacted during the weekends – get their orders early!
4. Pick a product to really push for each order – offer suggestions!
5. If you can get them to **BUY** the **FIRST** item, they will buy more!
6. Get them **HOOKED** on something they can't live without!
7. **TIE** in selling – sell the gallon pump with the liquid laundry, or pancake syrup with pancake mix, so they will **BUY** more when it is gone.
8. Have incentives for customers. Examples are:
 - a. Early Bird Drawing: In your newsletter, or on your catalog, place an earlier date for ordering. Customers that would order by that date would have their name in for a drawing.
 - b. \$100.00 a Month Club: Advertise in your newsletter that for each customer that places a \$100.00 or higher order, their name will be entered into a drawing.
 - c. Drawing prizes could be items from the catalog, or make a mystery box of individually wrapped items for the winning customer.
9. Be creative – make your business work for you in your area. The more creative you are, the more your business will grow!



Internet/E-Mail Communication:



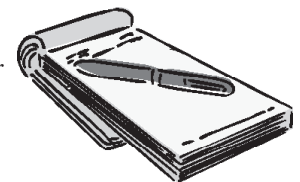
1. Information about your business will be sent out by from your Area Coordinator by E-mail. Please make every effort to make e-mail available. Please check your e-mail often—daily is preferable.
2. Catalogs will be available to view on the internet at www.alisonspantry.com, each month.

Order Distribution:

1. Customer Pick-up – this is the best way! Have a day set aside for customers to pick-up at your home.
 - a. You can have samples, tasting tables, displays and extra items for sale.
 - b. Customers see items from other orders.
2. Representative delivers to customers
 - a. Gain sales because of your special service.
 - b. Easy to collect money within the week.
3. Hints for Distribution:
 - a. Present yourself, your location and the products in a clean, professional manner!
 - b. Take Special Caution with Frozen Items – keep them frozen by placing in freezers right away!

Record Keeping:

1. Keep good records for your Tax Deductions! An at home business can lower your overall tax payments. Mileage, office expense, labor (*pay family members for their labor*) samples, prizes, rewards.
2. Set up a separate checking account. By keeping your business account separate, it will assist you in keeping good records.



Sales Tax:

1. Please visit with your Area Coordinator in regards to Sales Tax and Sales Tax Permits in your state.

Installing the Pantry Program

These setup procedures have been tested on Windows 98, ME, XP, 2000, and Vista.

Open your web browser and go to www.alisonspantry.com

Click on 'For Representatives' and scroll down to the bottom of the page. You will see two files to download.

Download the VFP6 Setup.exe file first. (This file allows your computer to run the pantry program.) Download the file to your desktop. When the file finishes downloading, double-click to open it and follow the setup instructions.

Next, follow the same procedure and download the AP Order Setup.exe file.

Once you have downloaded the AP Order Setup.exe file double-click it to start the installation. The setup wizard will come up and guide you through setup. Click Next.

The setup program will ask you where you want to install, please don't change the default location. C:\New_AP_Order is necessary for the program to work properly. Click Next.

The program should say ready to install into c:\New_AP_Order. Click Install. You will see the program quickly install and at the end will show a screen saying you're complete with a box checked to Launch New_AP_Order. Click Finish.

The Pantry Program will open and ask you for your Representative ID. This ID should have been given to you by your Area Manager. If you don't have your ID, please call your Area Manager or the main office for your Representative ID.

Next enter in the correct flyer number. If you don't know the flyer number please contact your Area Manager.

Once you have entered your Representative ID number and flyer number the program will automatically open into the Main Menu.

First we will need to fill in the invoice header. Type or click S for Setup program options. Type or click I for Invoice Header / My Name & Address.

Fill out your name, address including city, state, zip, phone and put a check mark in Food Items Taxable (if they are in your state). Also type any comments you would like in the comments section. Click OK.

Set Miscellaneous program options From the main menu type or click S for Setup Program options.
Type or click M for Set misc options.

The program will ask you some questions-

- Are you an Area Manager. Please click NO.
- Do you want to display the clock? Click yes or no, it's up to you.
- Is this a monochrome display? (non-color) Click yes or no depending on what you have
- Print Customer Comments on Invoice? Click yes or no, it's up to you.
- Is Food Taxable? Click yes or no depending on if your state requires food to be taxable or not.
- What com port is your modem port on 0=none Choose 0 by pressing enter.
- Dial Area Codes in phone numbers? Click Yes.
- Do you want Auto Number Lock on? Click yes or no, it's up to you. (auto number lock on lets you use the number pad on the right hand side of your keyboard. It's a nice feature.)

Finishing setup, adding customers and inputting orders-

MAIN MENU:

C-Customer Maintenance

A -Add a customer

Key in customer's information

Key sales tax percentage if the customer will be charged sales tax ex- 6.45 (needs decimal) YOU
WILL

WANT TO ENTER THE TAX PERCENTAGE THAT IS CHARGED IN YOUR TOWN.

Key in Shipping rate - 10.00 (-needs decimal)

RETURN TO MAIN MENU

READY TO INPUT CUSTOMER'S ORDER INTO PROGRAM

ALWAYS WRITE ORDERS DOWN - GOOD BACK UP IF COMPUTER GOES DOWN!

O - ORDER ENTRY (Pulls up a list of all Customers)

Click on CUSTOMER to enter order

CUSTOMER ORDER SHEET:

ENTER ITEM NUMBER, enter

ENTER QUANTITY, enter

CONTINUE until order is complete

HIT F4

CLICK on next customer to enter order (follow above steps)

If a mistake is made while entering item #'s, enter the item number again.

Key the quantity in with a - (minus) example - (-1) will deduct 1

Can also add to the quantity by entering item #, quantity (+1) will add 1 more.

FINISHED!

BACK TO MENU

HIT ENTER on blank item#____ and blank quantity ____.

ALL INITIAL ORDERS FOR FLYER ARE ENTERED?

Instructions on Sending Complete Order to Your Area Coordinator

CLICK ON New AP_ Order ICON

MAIN MENU:

R – REPORTS

T – TOTAL QUANTITY REPORT

Message shows up: “Generating a report”

CLICK on the “X” on the small box at top of screen (above the printer icon)

CLICK on the small green box in the LEFT hand corner, then close

This will generate a report to send via e-mail to your Area Coordinator.

It will read: Creating c:\ap_Order\D11126.txt file (the number in the file is your ID code)

Press any key to continue (You will be back at the Main Menu)

Click on R – Reports

L – Ledger

Print Ledger – 1st column shows your total sales, plus there is a column for Food Sales Tax total and Nonfood Sales Tax total!

GO OUT OF THE PANTRY PROGRAM!

TO EMAIL ATTACHMENT TO YOUR AREA COORDINATOR:

GO to your email

Send to: (type in your Area Coordinator’s email address)

CLICK on Attachment symbol (paper clip)

Browse, DBL CLICK on c: (or on c: in a box that comes up)

then DBL CLICK on new ap_order

find your ID # (D11126.txt)- DBL CLICK on this and it will be attached to your email.

It will show your total order with your Distributor ID in a long list of numbers.

MAKE SURE THIS IS THE CORRECT FILE - Be sure it is “D11126.txt”!

Open the file- Top of file should show Flyer # and total amount of sales!

4,V8.21.2009 09/01/09,21:36:37,\$492.12

10382 ,1024,2

10382 ,1032,1

10382 ,1037,2

10382 ,1178,1

10382 ,1229,1

10382 ,1337,35

10382 ,1406,1

10382 ,1661,1

10382 ,1823,3

SEND YOUR ORDER!

PRINT OUT CUSTOMER'S INVOICES:

Before printing invoices, can enter a comment to print on the invoice:

S- SETUP

C – CREATE NEW COMMENT

TYPE in comment, hit ENTER

HIT F5 key to close

MAIN MENU

R – REPORTS

I - INVOICES

P - PRINTER

TO DOWNLOAD NEW FLYER:

CLICK ON NEW AP_ORDER ICON

MAIN MENU

S – SETUP

F - CHANGE FLYER #

MESSAGE: “What period do you want to change to ___”

Box comes up “After changing flyer numbers the application must restart”

S – SCREEN OR P – PRINT

MAKE SURE IT SHOWS THE NEW FLYER # AT THE TOP RIGHT CORNER!

TO CHANGE BACK TO PREVIOUS FLYER, IF NECESSARY:

MAIN MENU

S – SETUP

F - FLYER – ENTER FLYER NUMBER WANT TO WORK IN

IF YOUR ORDER IS E-MAILED...

When an order is e-mailed the proper way, it will come in a TXT file and look similar to the text below when opened. If it looks like anything else (such as an invoice) then it is wrong. The top line will say the order # and total \$ amount. Sometimes it may say some other--computer stuff...but for the most part it just has Order # and \$'s....

For those of you who do not have e-mail, you can print out the total quantity report and fax to your Area Manager, or use the report if it is necessary to call in the order.

TO PRINT THE REPORT:

NEW _AP_ORDER ICON

MAIN MENU:

R - REPORTS

T – TOTAL QUANTITY

P - PRINTER

This will send the report to your printer.

Delivery Instructions

1. Delivery is approximately every 4 weeks.
2. A newsletter or e-mail from your Area Coordinator will **INCLUDE** the planned delivery dates.
3. The Semi Truck is not able to deliver over unpaved roads. Please be sure prior to placing an order that the truck will not be required to deliver over unpaved roads.
4. The week before delivery, your Area Coordinator will call or e-mail a **SCHEDULE** of **DELIVERY**. During the week of delivery, your Area Coordinator will **CALL** with any changes.
 - a. You **NEED** to be at your delivery location 60 minutes before and 60 minutes after estimated time. If you are unable to be there, you need to have a reliable backup person. Your Area Coordinator will need to have the name and phone number of your backup person as well. Whomever is there during delivery **MUST ASSIST** the driver in unloading your delivery!
 - b. Please Inform the next Representative in line that the truck is coming! Your Area Coordinator will give you with the name and phone number
5. See “Information To Track and Report Shorts and Extras” sheet (Page 11) for Important Information about Unloading product from truck.
6. See Instructions “How to Receive Your Order” (page 7) for information on how to Inventory your order.

DELIVERY
#14074007
PICK UP : _____
DELIVERY : _____
CUSTOMER : _____
X



Minimum Sales On Orders

1. **Representatives that receive Delivery by semi-truck:**
 - a. We will allow \$500.00 orders the first two months. Starting with the 3rd order and thereafter, your order must be at least \$750.00 per month.
 - b. Please work hard to get sales up to \$1000.00 or more within 6 months from starting date.
2. **Local Representatives:**
 - a. Sales must be at \$500.00 or more, if you pick up your order at our Pleasant Grove location each month.
 - b. Please work hard to get your sales up to \$500.00 - \$1,000.00 within 3 months from your start date.

Ordering Methods:

1. Alison’s Pantry computer program – see the following instructions: “Installing the Pantry Program” (see pages 5–6) and “Instructions on Sending Order to your Area Coordinator” (see page 7). Your Area Coordinator is available to help with any questions on this!
2. For those not using the Pantry Program, **FAX** a list of items needed, or **CALL** your Area Coordinator with order.

DO NOT FAX THE ORDER FORM!

Write the item numbers and quantity in a listing as follows:

1000, 2	OR	1000 ... 2
1005, 2		1005 ... 1
1042, 3		1042 ... 3



3. **LATE ORDERS** or **ADD-ONS** will not be accepted after the date the Area Coordinator has requested orders unless there is an emergency. When requesting addons/reorders, always supply your Area Coordinator with a new dollar figure for your order. This helps assure that we stay balanced.
4. A **CONFIRMATION** of your order will be e-mailed, faxed, or mailed to you. Check the confirmation for errors as soon as you **RECEIVE** it!
5. Send **CORRECTIONS IMMEDIATELY** to your Area Coordinator by e-mail, fax or telephone.

IT IS EASIER TO CORRECT MISTAKES BEFORE ORDER IS PULLED!

PAYMENT POLICY

1. CREDIT STATUS – “NET 10 DAYS”

- a. **AUTOMATIC WITHDRAWAL** – Your **authorized** amount will be withdrawn from your account and **credited** to Alison’s Pantry account. For the first month, you will need to **call Betty** at 1-866-572-6879 to set up your automatic withdrawals with the following information, which is keyed into our bank online and the payment will be withdrawn from your account the day after it is processed:

Bank Name:
Routing Number:
Checking Account Number:
Amount:
Date to Withdraw:

After the first month you can call Betty or e-mail her at betty@alisonspantry.com with the payment amount and the date you would like the payment to be processed.

- b. Mail **PERSONAL CHECK, MONEY ORDER** or **CASHIER’S CHECK** to Alison’s Pantry within 10 days from date of delivery. Payment needs to be received at Alison’s Pantry by the 10th day. Please allow for mailing time. Checks will be deposited the same day that they are received. Fill out the adjustment sheet and return sheet if needed, and send with payment to:

Alison’s Pantry
PO Box 1019
Pleasant Grove, UT 84062

- c. **OR**, payment may be made by **DEBIT/CREDIT CARD!**

The following Service fees will be charged and added to the total of payments made over the phone, when paid with debit/credit cards:

\$500.00 – \$999.99	\$5.00 fee
\$1,000.00 – \$1,999.99	\$10.00 fee
\$2,000.00 – \$2,999.99	\$20.00 fee
\$3,000.00 – \$5,000.00	\$30.00 fee

The adjustment sheet will need to be faxed to 801-796-9309, or e-mailed to betty@alisonspantry.com. There is an adjustment sheet that can be e-mailed to you for this purpose. Thereafter, the Representative can just call or e-mail Betty with the amount and date to be withdrawn!

If a you are ordering for the last time and will no longer be with the company, you will be required to provide payment before your order is delivered.

NOTE: Alison’s Pantry would like to **encourage** all Representatives on “**Net 10**” **Credit Status** to pay by **Automatic Withdrawal** – this is a safe, fast way to pay/receive payments!

NOTE: Representatives with **2 payments returned** from the bank to our office because of “**Non-Sufficient**” funds will be required to pay **future** payments by either mailing a **Cashier’s Check** or by paying with a **Debit/Credit Card**. (*Above Service Fees will be added with Debit/Credit Cards.*)

2. CREDIT STATUS – “COD – CASHIER’S CHECK”

A **CASHIER’S CHECK** or **MONEY ORDER** must be handed to the driver when product is delivered each month.

OR payment must be made by **Debit/Credit Card**. Above service fees will apply! **Payment would need to be paid before truck leaves warehouse!**

If there are adjustments, please fill out adjustment sheet and/or return sheet and **fax to 1-801-796-9309** or mail to address above within 10 days. **Credit** will be **deducted** from the **next COD amount** given on the next catalog.

NOTE: Alison's Pantry will ask for a **Debit/Credit Card** payment before any product is delivered if there has been a problem with a payment on any past delivery!

How to Receive Your Order

- As an independent Representative, careful and accurate records in receiving product and disbursing the order to the customers is very important!
- Use the invoice from driver to **INVENTORY** your order. It is the only accurate record of what was pulled and shipped according to Alison's Pantry.
- The last column on the right reflects the amount charged. If an item was not sent, then the last column will show a **ZERO** balance.
- When the order arrives, use the invoice to check off all the **FREEZER** items, first, **LOOK** in each box and never assume there is only **ONE** item per box. **RED TAPE** on the Freezer box means more than 1 item inside.
- Next, use your invoice to check off the **COOLER** items, then the **DRY** items, **WORK** only from your invoice. Be sure to double check any discrepancies, especially when more than one person is involved in the inventory process.
- A **SHORT** is any item that was not received, but was charged for on the invoice. **REPORT** this within 72 hours by calling or sending an e-mail to your Area Coordinator. Also, note **SHORT** on the adjustment sheet.
- Occasionally an item may be received in the shipment that was not ordered and does not appear on the invoice. If this product is sold, report the item on the adjustment sheet as an **EXTRA** and include this amount with the payment. If this product is being **RETURNED**, also list it on the adjustment sheet under **RETURNS** and return on the next truck.
- If an item that was ordered on original order is not found, **CHECK** the invoice from Alison's Pantry to see if it has been charged. If it is not charged, it is **NOT** a short and is **NOT** to be deducted from the adjustment worksheet.

Returns

Returns are items refused by customer, wrong item ordered, wrong product received, damaged/ bad product, did not order item.

Remember to check the confirmation to prevent returns because of incorrect item number!

1. Please try to **SELL** items before requesting to return product.
Damaged items may be sold at a 10% discount! Make a note on your adjustment sheet.
Each Representative will be **CHARGED** a **RESTOCKING FEE** of **20%** on returns if the return is not the fault of Alison's Pantry.
2. If you are unable to sell the item, you must get **APPROVAL** from your Area Coordinator.
 - a. **E-MAIL** your Area Coordinator – item number, product name, and reason for requesting the return.
 - b. No E-mail? Please **CALL** your Area Coordinator with the same information.
3. Upon **APPROVAL** from your Area Coordinator:
 - a. Fill out **RETURN WORKSHEET**, make 2 copies.
 - b. Place **ITEMS** in a box.

- c. **WRITE** your name on the box. If the product comes in a box (case), **DO NOT** Write your name directly on the box. Write name on a piece of paper and tape it to the box. If the item is **DAMAGED**, write **DAMAGED** on the box or paper.
 - d. **SIGN** your name on the return sheet to be returned with product.
 - e. Have the Driver **SIGN** your copy and the copy that is being returned with the items.
 - f. **PLACE** Return Worksheet in the box and hand to driver.
 - g. Transfer Return **TOTAL** to Adjustment sheet for deduction of same.
4. Please return **USED BOXES** with truck.
- a. **RETURN** of boxes helps the environment as well as the company's overhead.
 - b. Please **FLATTEN** and **TIE** reusable boxes together.

Information to Track and Report Shorts and Extras

FROZEN:

1. When unloading off the truck, check each box for your **RUN NUMBER**.
2. **CHECK** to see if there is more than one **NUMBER** on the box. If there is, open the box and look inside to see if the items are yours.
3. If you open a **BOX** with your number on it, and there's an item inside that is not yours, report the **EXTRA** and **BOX NUMBER** to your Area Coordinator.
4. Always **COUNT** your Boxes. The driver has a **BOX COUNT** for each drop, so make sure the boxes have been counted.

DRY:

1. **DAMAGED** items should be returned at time of delivery, if found before driver leaves for next stop—that would be preferable and helps Alison's Pantry.
2. Check **ALL** boxes to be sure **YOUR** name is on them. If there are multiple names on a single box, check product to see if it is yours. If the product is **NOT** yours, return it to the driver so he can locate the correct Representative.
3. If a **BOX** has another Representative's name, check box to make sure it is not your product. If it is not your product, hand the box back to the driver.

DRY OR FROZEN:

1. If the **BOX** is found after driver has left for next stop, **CALL** your Area Coordinator **IMMEDIATELY** to report the **EXTRA BOX**, so your Area Coordinator can help find a way for the Representative to receive the box.
2. If an **ITEM** or **ITEMS** are found in a box with your name written on the box, but you did not order the items, report the **EXTRA** and the **NAME** on the box to your Area Coordinator.



Product Recipe Breakdown

Jell-O Gelatin

2 cups boiling water
3/4 cup plus 1 Tablespoon Gelatin
2 cups cold water

Dissolve Gelatin in hot water completely. Add cold water and chill. (8 servings).

Jell-O Instant Pudding and Pie Filling

Add 2 cups cold milk to 1/2 cup plus
1 Tablespoon Instant Pudding.

Blend for 2 minutes.

Jell-O Cooked Pudding and Pie Filling

Add 2-1/2 cups cold milk to 3/4 cup pudding.

Cook on Medium heat until
pudding begins to thicken.

Clear Jel (#2888)

Basic Freezer Jam:

Mix 3 Tablespoons Clear Jel with 2 cups sugar and 5 cups
frozen mashed fruit. Add 1/2 cup corn syrup.

Mix well, put in containers and freeze.

Twist Drink Mix

Mix package of Twist Drink Mix to 2 quarts of water.

Add water to make 2 gallons. Chill before serving.

SAF Instant Yeast (#1203)

Method 1:

Place water in bowl. Add flour on top of water and all
ingredients except yeast. Blend on low 30 – 45 seconds.

Add SAF Instant Yeast to center of
bowl and continue to mix.

Method 2:

Combine all dry ingredients, including SAF Instant Yeast
in bowl. Blend on Low speed 1 minute.

Add water and mix as usual.

Shelf Life:

Unopened: 2 years – 4 years if frozen.

Opened: If storing longer than overnight must
be kept in airtight container, or it will slowly
lose efficacy (10% loss every 6 months).

Freezing prolongs shelf life.

Vital Wheat Gluten (#1063)

Use 1/2 cup per 4 loaf batch of whole wheat bread for
lighter texture. Add 1/4 cup for white bread.

Quick Oats (#1882)

Stove Top: Boil 2-2/3 cup water and 3/4 teaspoon salt.

Stir in 1-1/3 cup oats. Return to boil. Reduce heat,
continuing to boil. Cook uncovered
1 minute stirring. Remove from heat.

Optional: Cover, let stand until desired consistency.

Yield: 4 servings

Microwave: Combine 2/3 cup water, 1/3 cup oats, dash
of salt, in a 2 cup microwavable bowl.

Cook on high 1-1/2 – 2 minutes or until desired consis-
tency. Stir before serving.

Yield: 1 serving

Regular Cooking Oats (#1068)

Stove Top: Boil 3 cups water and 1/2 tsp. salt.

Stir in 1-1/2 cups oats. Return to boil. Cook uncovered
about 5 minutes stirring occasionally. Remove from heat.

Yield: 4 servings

Microwave: Combine 2/3 cups water, 1/2 cup oats,
dash of salt in a 4 cup microwavable bowl.

Cook on high 2-1/2 – 3 minutes or
until desired consistency. Stir.

Yield: 1 serving

Dried Whole Eggs (#1111)

Mix 1 Tbsp. eggs to 2 Tbsp. water. Equals 1 egg. May be
mixed directly with dry ingredients in baking.

Margarine Powder (#1112)

Blend together 4 Tbsp. powder with 4 Tbsp. water.

For added flavor add 1/2 tsp. vegetable oil.

Mix until creamy and chill.

Butter Powder (#1106)

Mix the same as margarine powder.

Shortening Powder (#1113)

Add 1/2 cup powder to 1/2 cup water.

Substitute 1/2 cup dry shortening for
1 cup regular shortening for low fat baking.

Cheese Blend Powder (#1107)

Gradually combine powder with hot water.

Stir until smooth.

For a spread combine 3/4 cup water to
3/4 cup powder for 1 cup of spread.

For sauce combine 1 cup water to
1/2 cup powder for 1 cup of sauce.

Chicken (#1115) or Beef (#2307) Flavored TVP

Cover with an equal amount of water and simmer 10 minutes. Each 1 oz. makes 3 oz. of cooked meat.

Taco Flavored TVP (#1116)

Add 1 cup boiling water to 1/2 cup TVP.

Simmer at least 2 minutes.

Each 1 oz. makes 3 oz. of cooked meat.

Instant Mashed Potatoes (#2412)

For six servings blend 4-3/4 cups of boiling water, 1/2 tsp. salt to 1 cup of potato powder.

Dried Diced Potatoes (#2416)

Combine 1/2 cup potatoes with 1 cup water. Bring to a boil. Cover and simmer for 10 minutes or until tender.

Drain and season. Add to stew or soups.

Dried Hash Browns (#2417)

Boil 1-3/4 cup dried hash browns in 2-1/2 cups water for about 10 minutes, then fry in oil over low heat.

Au Gratin (#2414) &

Scalloped (#2413) Potatoes

Cook 2 cups potatoes in water until tender. Add enough water to 1/2 cup + 1 Tbsp. sauce mix to make a nice sauce. Add potatoes and bake until bubbly.

Nonfat Dry Milk (#1109)

For the freshest flavor, chill overnight before drinking.

To mix 1 glass (approx. 8 oz.): Mix 1/3 cup Nonfat Dry Milk with 1 cup warm water.

To mix about 1 Quart: Mix 1-1/3 cup Nonfat Dry Milk with 3-3/4 cups warm water.

Instant Nonfat Dry Milk (#1108)

To Mix 1 glass (approx. 8 oz.): Mix 3 Tbsp. Instant Nonfat Dry Milk with 1 cup water.

To mix 1 quart: Mix 2/3 cup of powder with 1 quart water. For cream like consistency mix 1 part powder to 2 parts water. Mixes instantly.



Information

Buckets:

4-1/2 gallon bucket stores 25 lbs. of dense product and 15 lbs. of light. This bucket will hold 25 lbs. of flour, brown sugar, powdered sugar, rice, beans or wheat and 32 lbs. of granulated sugar.

6 gallon bucket will hold 45 lbs. of dense product and 25 lbs. of light. This bucket will hold 50 lbs. of sugar and 37 – 38 lbs. of flour.

It takes two 4-1/2 gallon and one 6 gallon bucket to hold 50 lbs. of oatmeal or 6 grain.

Base and Gravy Mixes

Instant Cream Soup Base (#3688):

Pouring in a steady stream, add 10 Tbsp. mix to 1 quart of hot water, whisking vigorously for at least 45 seconds. Simmer for 3 minutes.

For a thinner consistency, add more water to taste.

For a thicker consistency use less water.

Brown Gravy (#3689):

Combine 2 Tbsp. mix with 1 cup hot water while thoroughly whisking with a wire whisk.

Bring to a boil stirring frequently.

Reduce heat and simmer for 3 to 5 minutes.

Chicken Gravy (#3690):

Same as Brown Gravy

Turkey Gravy (#3788):

Add 2 1/3 Tbsp. to 1 cup boiling water. Stir with whisk.

Au Jus (#3684):

Combine 1 Tbsp. mix with 1 cup of hot water, mixing with a wire whisk until thoroughly dissolved. Bring to a boil. Reduce heat and simmer for 3 to 5 minutes. For lighter flavor add more water to taste.

Country Gravy (#3694):

Combine 3 Tbsp. mix with 1/4 cup cool water, whisking thoroughly with a wire whisk. Add this mixture to a cup of boiling water, stirring frequently.

Peppered Old Fashioned

Gravy Mix (#3692):

Same as Country Gravy.

Cheddar Cheese Sauce (#3695):

Combine 3 Tbsp. mix with 1 cup of hot water, whisking thoroughly with a wire whisk. Bring to a boil stirring frequently. Reduce heat and simmer for 3 to 5 minutes.

Nacho Cheese Sauce (#3696):

Same as Cheddar Cheese Sauce.



Onion Soup and Dip Mix (#1845):

For Dip: 1 Tbsp. mix to 1 cup sour cream.

For Soup: Stir 4 cups water into 1/3 cup mix.

Bring to a boil, stirring occasionally.

Reduce heat and simmer uncovered for 10 minutes.

Barbeque Seasonings (#1440):

2 Tbsp. Barbeque Seasoning in 1 cup ketchup.

Or use as dry rub for chicken, ribs or chops.

Enchilada Seasoning (#1016):

Add 1/4 cup seasoning, 1 can tomato paste, 3 cups water to 1 pound cooked ground beef.

Meatloaf Seasoning (#1535):

Combine 1/4 cup Meat Loaf Seasoning with 1/2 lb. lean ground beef, 1/4 cup plain bread crumbs and 2 large eggs. Mix and pat into a loaf pan.

Bake at 350° for 1 hour and 15 minutes.

Mulled Spice Mix (#1009):

A wonderful combination of crushed cinnamon sticks, orange peel, allspice and whole cloves.

For Winter Cider: simmer 1 quart cider with 1 Tbsp.

Mulled Spice for 8 minutes. Great for Sachets also.

Seasonings

Pumpkin Pie Spice (#1012):

Add 2 tsp. for each 9" pie. Great for sprinkling on French toast or hot cereal

Mix 2 Tbsp. spice mix with 1 cup sugar.

Taco Seasoning (#1846):

Brown 1 lb. ground beef. Drain. Add 3 Tbsp. Seasoning and 1/2 cup water. Simmer for 15 minutes.

Coleslaw Seasoning (#1699):

Add 2 Tbsp. of Coleslaw Seasoning to 1/8 cup cider vinegar and 2 cups of mayonnaise. Let stand; add water if too thick to pour. Chop 1/2 head cabbage ... toss with dressing. Add sugar and lemon juice to taste.

Tuna Salad Seasoning (#1700):

Mix 2 Tbsp. Tuna Salad Seasoning with 3/4 cup mayonnaise to 12 oz. can tuna.

Add water chestnuts and celery if desired.



Marketing Helps

Do You Have E-Mail?

We would like to encourage those of you who have e-mail to check it regularly. Every day is best, or at least 3 – 4 times per week. For those of you who don't have e-mail, we would like to encourage you to get it.



E-mail makes it so much easier to correspond with your AC's and your customers. Your AC's can pass on any relevant information in a timely fashion and your customers can get in contact with you at any time with questions or orders. This can help you to be a better Representative in so many ways.



— Courtesy of Sheri Blankenbaker

Making Sure Your Catalogs Are Mailed Out On Time

It is often hard to get your catalogs sent out to your customers with enough time for them to get an order to you before orders are due. Here are a few tips to help you speed up your mailing.

- ↗ Print out labels with your Name, Order Deadline and Phone Number instead of handwriting them.
- ↗ You can fit two labels on each regular sized label and cut them in half to save a little on costs.
- ↗ Know who has an order and who does not. Include a catalog with the order and print off address labels for those who do not have orders
- ↗ Purchase stamps ahead of time for the catalogs to be mailed.

— Courtesy of Becky Price of Rock Springs, WY

Make Success!

Make your business with Alison's Pantry a great success! You can do it by building your business through networking your business and making each of your customers feel like they are the best!

There are many ways you can improve your business. A few of them are:

- ↗ *Hand out Your Catalogs Early.* As soon as you receive your catalogs, get passing them out to your customers. You can also let your customers know when the catalogs are uploaded to the website. This will encourage them to find their preferred items early so they will send you an order.
- ↗ *Call and E-mail Your Customers to Get their Orders.* Many people tend to forget about ordering until it is too late. If you wait for them to call in, it is likely they will not order at all. But, if you contact them prior to order day to remind them, they will be inclined to order. It's just that simple!
- ↗ *Use Product Samples.* Your customers may not know if a certain product is to their liking or not, but if you have a sample of it available they will be able to give it a try. Often they will want order it the next time around!
- ↗ *Make Your Own Newsletter.* You can give your customers information on new items, special offers, and tasty recipes from the catalogs. Your customers will love getting a little notice about specials, and they will be grateful for the extra ideas.
- ↗ *E-mail Your Customers Regularly.* Just send them a notice letting them know when their orders will be due and that you'd really like to hear from them.

Becoming An Expert on Alison's Pantry Products:

Word of Mouth is the purest form of advertising. You are telling people what you know, and they will get excited to try it!

The best way to sell our products is to know them—really know them. You already have certain favorites that you talk up each month when your customers ask for suggestions on what might be good. But, if you have a wide selection of items you know inside and out, you'll be able to spread the word about more and more items. Word of Mouth is the purest form of advertising. You are telling people what you know, and they will get excited to try it!

You may wonder how to get to know our products. Here are a few tips that might help.

- ☞ **Try the products**—this is the best way to learn about what we have to offer.

- ☞ **Visit our Website** www.alisonspantry.com—there is a lot of information available with the click of a mouse.
- ☞ **Search the Internet**—if our website doesn't have the information you need, do a search for that product online. You should be able to find a website for that manufacturer.
- ☞ **Ask your Area Coordinator**—these ladies have been with the company for quite some time and really know the products. If they don't know, they can contact the main office for more information.

It is understandable that you will not have tried every product available from our company, but you can challenge yourself to try one new product each month. Then, when your customers ask, "Hey, is this soup good?" you can say, "Yes! I really enjoyed it!" and watch your sales soar!

Are You Having Trouble Getting Customer Orders In? Here's a Little Tip to Help

by Mandy Frakes of Rawlins, WY

The last few months I have set a goal of \$3000 per month in sales. Every time a customer calls me to place an order, I write it in my little notebook, then a day or two before I send my order in I enter all the information into the computer to check where my sales are at. I had only been getting up to about \$2500. So I got on the phone and started calling people I hadn't heard from

(guess what...it worked!), the last three orders in a row I have had sales of over \$3000. Most of them had orders but had forgotten to call and give them to me! It is amazing to see how much that extra hour has helped my business!

"It is amazing to see how much that extra hour has helped my business!"