



WAIT STAFF PROMOTIONS

Wait Staff Top Performer & Mystery Diner

INSPIRE YOUR STAFF WITH A SERVER PROMOTION FROM MAPLE LEAF FARMS!

Duck is an unfamiliar entrée for many servers, that's why Maple Leaf Farms offers front of the house promotions to help educate your staff that include a chance to earn cash rewards—all at no cost to you!

See Details On Back

DUCK SELLING POINTS FOR SERVERS:

Duck is a great option if you'd like a break from the routine of chicken or beef.

Our duck has a mild flavor and doesn't taste "gamey" like some other types of duck.

Duck breast has a rich, red meat flavor that is more similar to steak than chicken or turkey.

A skinless duck breast has fewer calories and less fat than the same portion of chicken, pork or beef.

Maple Leaf Farms ducks are raised on family farms in the heart of the Midwest.

1

CHOOSE ONE OF THESE PROGRAMS TO INCENT YOUR SERVERS:

WAIT STAFF TOP PERFORMER

Servers compete to see who can sell the most duck entrées in a designated three week period.

TOP PERFORMER PRIZES

1ST	2ND	3RD
\$200	\$100	\$50

OR

MYSTERY DINER

If one of your wait staff recommends duck to a designated Mystery Diner, he or she will instantly win \$50 in cash! There will be 2-4 Mystery Diner visits during the promotion, with visits at least one week apart.

See details below

2

Then, contact your Maple Leaf Farms Regional Sales Manager or Broker to discuss the details and schedule the promotion.

3

Feature a Maple Leaf Farms duck product on your menu or specials board for the duration of the 3-week promotion.

4

Hold a training session for your staff with a Maple Leaf Farms Sales Representative to answer questions and get things started.

REWARD YOUR SERVERS AND SELL MORE HIGH-MARGIN DUCK ENTRÉES!

REQUIREMENTS FOR MYSTERY DINERS:

Mystery Diners must be a broker or distributor sales representative. One guest is allowed.

Server MUST recommend a duck dish to the diner to win \$50.

Mystery Diners will be reimbursed for the meal up to \$100, plus \$50 if the cash prize is awarded.

MYSTERY DINER EXPENSE FORM

(Please return this form with your meal receipts!)

Mystery Diner Name (check payable to): _____

Company: _____

Mailing Address: _____

City: _____ ST: _____ Zip: _____

Business Phone: _____

Date of dinner: _____

Did server suggest and win \$50? _____

Total Expenditure (Meal, gratuity, server prize, if paid): _____

RETURN THIS FORM

with your itemized meal receipt to:

Maple Leaf Farms
Duck Marketing
PO Box 167
Leesburg, IN 46542