

Food Services Focal Points

Why focus on the Food Services Market?

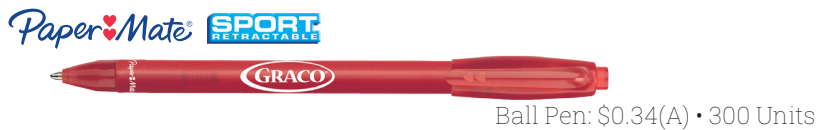
The food service industry is the third largest industry in the country, is one of the fastest growing economic sectors and ranks among the nation's leading employers. The food service industry accounts for approximately 4% of the GDP and about 11 million jobs. It encompasses places, institutions and companies responsible for any meal prepared outside the home. This industry includes restaurants, school and hospital cafeterias, catering operations and many other formats. The industry is divided into three categories: Commercial, Institutional and Military. The commercial category, by far the largest of the three, has two major segments: full service and limited service (fast food) restaurants. Restaurants have become the nation's largest private-sector employer. Consumers are spending a greater proportion of their food dollars on meals away from home every year. Last year alone, the average U.S. household spent \$2,500 on food away from home and that amount is expected to rise, even during the recession.

Paper♥Mate®

Sharpie®

EXPO®

Proven Sellers in the Food Services Market



Promotional Ideas for the Food Services Market

- **Grand Openings or Special Events**—Distribute imprinted pens to customers during grand opening events to help promote your new business.
- **Industry trade show give-away**—Use an imprinted pen as a way to stand out among the other restaurants and increase your visibility among new customers at food shows.
- **Staff Use**—Distribute imprinted Paper Mate pens to wait and kitchen staff to use during their shifts and leave behind for customers to sign their bills with.
- **Direct Mail Campaign**—Send an imprinted pen along with coupons to get new and prospective customers in your front door.
- **Customer Service**—Leave a cup full of imprinted pens at your host stand or take away counter for customers to use during transactions and take home with them.
- **Employee Appreciation**—Recognize employees by handing out pens for birthdays, anniversaries, attendance awards or customer compliments.