

FRESH MARKET

SUPPORTING A FRESH FOOD PROGRAM

CORE FACTORS OF SUCCESS

A fresh food program is based around core factors to ensure success: **a high level of field service and a steady sales volume of prepared fresh foods.** Based on other successful markets, this is typically satisfied by a market achieving a minimum amount in weekly sales.



If our anticipated gross sales minimum is not met, it may be necessary to establish a **company meal subsidy** or a **minimum service fee** to keep the market operating properly and off set waste. This dialogue normally begins after a complete financial review at the end of the first quarter of operations. Great care is taken to factor holiday periods and other such anomalies that would create artificially underperforming results.

A subsidy is generally favorable and accomplished by the location purchasing **Fresh Market vouchers** for distribution to employees. These vouchers can be disbursed as performance acknowledgements, safety awards, or any variety of other incentives.

There are multiple options that can be explored that would allow a smaller footprint or underperforming market to successfully operate. **We are happy to discuss and develop these options with your company.**

EMPLOYEE HEALTH & HAPPINESS



Safety Increases

- Healthy Food Consumption Increases Workplace Safety
- No Driving Off site to Obtain Meals



Fresh Market Vouchers

- Help Markets Operate Properly
- Off set Waste
- Can be Distributed for
 - Performance Acknowledgements
 - Safety Awards
 - Variety of other Incentives

Learn more about our capabilities and operations:
[FRESHMARKETBYPREMIER.COM](https://freshmarketbypremier.com) & [PREMIERFOODGROUP.COM](https://premierfoodgroup.com)

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