

# *Marin French Cheese Company*

## **Discounts, Off Invoices, Bill Backs**

All Products have a discount amount assigned to them. These discounts may be offered to each store or chain 4 times per year.

Marin French Cheese Company typically offers Bill Back promotions and **NOT** Off Invoice promotions.

**In order to be credited for Bill Backs Marin French Cheese Co. requires a report that shows each store that purchased specific product discounted.**

## **POS Material**

Marin French Cheese Company offers the following POS material  
Laminated Shelf Talkers (3.5"W x 2.5" H) picture of cheese or label with product description.

Signage (Various sizes of shelf talkers)

Two fold consumer product brochure.

Product information sheets

Company information sheets

Press Kits

## **Demos**

Passive demos are highly recommended and Marin French Cheese Company will send free product on a distributor order and pay for the additional freight charges. The distributor may also take product from their current inventory and Bill Back MFCC for their invoiced cost of product plus freight.

Demos may offered when stores buy 3 to 4 sku's. Occasionally demos will be permitted for lesser amounts but a minimum purchase is required.

**The cost of demo personnel must be agreed on by Marin French Cheese Company prior to approving all demos.**

## **Advertising**

Ads may be offered 4 times per year per store or chain.

Ads are pre-approved for \$25.00 per ad.

Original copies of all ads must accompany all invoices or ads will not be paid.

Multiple chain store ads will typically cost more than \$25.00 and must be pre-approved.