

**DAYMON
INTERACTIONS**

MAY 2012

Retail News

Insider

Achieving Best In Class

*Sales Tips for an
award-winning event*

Picnics, Barbecues, Parties & More

*That's what this time
of year is all about!*

Graduate to Another Level

your customers get an A+ experience

Ensure

Summer Is On The Way!

Summer doesn't officially begin in May, but for many, Memorial Day weekend marks the beginning of the summer season. As we look forward to warm air, longer days, more time outdoors, family vacations and swimming at the beach or pool, it is hard to not get excited about all the great things ahead of us. Each season has its defining elements, and to me, summer is all about quality time with family and friends. In fact, it might even be one of my favorites.



Jeff Engel

It's also a busy time for us in-store as customers start soaking up all that the summer months have to offer. During this time, our customers look to our retail partners to satisfy their food and beverage needs. We have an opportunity to make a lasting impression by creating events for products that are used during happy and memorable moments for families and friends. A customer might have a get-together partially planned, but they rely on us to make that summer picnic, graduation party, barbecue, or other event that much more memorable and special. Research has shown that most shopping decisions are made in the store, so we should always aim to get more products - and the right products - into the baskets of our customers.

“We have an opportunity to make a lasting impression by creating events for products that are used during happy and memorable moments for families and friends.”

So far 2012 has been great, and we plan to keep the momentum going for the rest of the year. It is our collective responsibility to do all we can to lift sales for our retailers, and we look to you, our valued teams, to drive this initiative. This month gives us a great opportunity to reach these goals and to support the continued growth of our retail partners. We know that without the support of each and every one of you, this would not be possible. Thank you for your ongoing efforts.

I also want to take a moment to remind you that this newsletter is for you. We want to know what you think, what story ideas you have and how we can continue to improve the Retail News Insider. We value your feedback, so please let us know how we can better serve your needs.

As I visit our various retail partners and walk the stores these next few months, I look forward to hearing your summer stories and fun vacation plans.

Sincerely,

Jeff Engel

Jeff Engel
Senior Vice President



1. With **Memorial Day** just around the corner, customers will be looking to retailers for their summer get-together essentials.

2. **QUEST FOR SUCCESS** has brought in thousands of entries and is off to a great start! Have you thought about your entry?

3. **It's the unofficial beginning of grilling season!** Send your best recipes for the grill to newsletters@daymon.com to be featured in future issues!

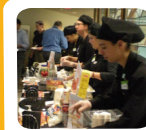
4. Read this month's sales tips for ideas on **how to achieve best in class status.**

5. **Looking for the perfect Mother's Day dessert?** We have you covered! Check out the Peach Torte Cream recipe on the last page for an idea of what to bring to your Mother's Day or Memorial Day gatherings this month.



Spring Snapshots!

Check out what other Sales Associates are up to. Visit us online at daymoninteractions.wordpress.com to view a gallery of photos highlighting events happening all across the country. Look closely, you might even spot yourself!





Achieving Best in Class Status with Your Customers

Now that warmer weather is upon us, expect more customers to be out and about picking up items for barbecues, picnics, holiday gatherings and more! This month's sales tip comes from Nancy Greer of Pennsylvania, who shares with us what it takes to be the best in class and how to make the most of these busy months.

"The best tip I have is to be friendly, outgoing and to have fun with an event! If you are excited, that will be conveyed to the customers and get them interested in your product," says Nancy.



Sales Advisor
Nancy Greer

In addition to a warm and friendly demeanor, Nancy uses a little humor when the time is right. "Sometimes if someone is trying to sneak past me, I'll make a little joke. That usually does the trick in getting them to sample the product."

Everyone likes to feel appreciated, so with regular customers, remembering their names seems to go a long way. Keep up with recipes, tips about the product and whether or not it's on sale. The more information you share, the more likely customers are to put the item in their basket.



Graduation season will be here before we know it, so we thought it would be a good time for some helpful reminders to help you graduate to a new level of customer service. According to the Bureau of Labor Statistics, food is the third largest expenditure for Americans. In 2009, the average couple spent \$531 per month to stay fed – roughly 10 percent of their gross income. And with Cinco de Mayo, Mother's Day, Memorial Day, graduations and the unofficial beginning of grilling season all happening this month, customers are likely to be spending more on food. Here is how to make sure your customers get an A+ experience!

Get Your Degree: Be an expert on your product, and don't forget to share deals or coupons with customers. The more you know, the more customers will want to know.

Cap and Gown: Uniforms for every occasion are important! Make sure you make a great impression by having a neat appearance.

Study Up on Food Safety: Our customers spend not only time and money at our stores, they also trust in the products we provide. Because of this, we must uphold the standards of food safety to ensure the food that we display, present and sample is clean and safe. Make sure to keep a sanitary work station, replace gloves often and make sure cooking temperatures are within the Safe Food Handling zone.

Impress Your Alma Mater: Get that sale! Let customers know your product is a great value and that they can't leave the store without it!



Submit your entries for QUEST FOR SUCCESS

The 2012 Daymon Interactions QUEST FOR SUCCESS contest is well underway with thousands of entries from

our associates around the world. Have you contributed yet? Come up with ideas to create more events or realize cost savings for the company and talk to your manager to get those ideas implemented! Once they are underway, your manager will enter you in the contest.

This year there are more cash prizes and more opportunities to win. Weekly and monthly cash prizes will recognize those who help contribute to the company's continued success. In addition, five grand prizes totaling \$30,000 will be awarded at the end of the year. Start thinking of ideas and speak to your manager to get the process started.

Food for Thought

We want your ideas!

This month marks the unofficial beginning of grilling season! Send us your best recipes for the grill.

You could end up in the next issue of **Retail News Insider**.

Email them to us at newsletters@daymon.com.

By the Numbers

1971

The year Memorial Day was declared a federal holiday

85.4 MILLION:

The estimated number of mothers in the United States who will be celebrated on Mother's Day

600,000

Number of people who celebrate at Festival de Fiesta Broadway in Los Angeles, the largest Cinco de Mayo event in the U.S.

3.2 MILLION:

Expected number of U.S. students graduating high school this year

Recipe of the Month: Peach Torte Cream

Submitted by Sales Associate Nancy Greer



INGREDIENTS:

Crust:

1/2 Cup Margarine or Butter
1/3 Cup Sugar
1/4 Tsp. Vanilla
1 Cup Flour

Topping:

1/3 Cup Sugar
1/2 Tsp. Cinnamon

Filling:

8 Oz. Cream Cheese
1/4 Cup Sugar
1 Egg
1/4 Tsp. Almond Extract
1 Can (20 oz.) of Sliced Peaches

DIRECTIONS:

Combine margarine or butter, 1/3 cup sugar, vanilla and flour in a bowl and mix well. Spread over the bottom of a spring form pan.

In a separate bowl, add cream cheese, 1/4 cup sugar, egg and almond extract. Mix well before pouring over the ingredients already in the pan. Arrange sliced peaches on top, sprinkle 1/3 cup sugar and cinnamon over top of dessert.

Bake at 450 degrees F for 10 minutes, then reduce heat to 400 degrees F and continue baking for 25 minutes.

Daymon Interactions U.S. Retail Division



Meijer



Giant Eagle



{in good taste}

Save Mart

Winn-Dixie