

2009

Case Histories



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Made In America 



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2009 Selling Tips/Case Histories from Tina

I'm Tina Jameson-Brown, National Sales Manager at Hospitality Mints.

Hospitality Mints provides affordable food gifts/marketing tools for as little as pennies per impression. For every program that you coordinate with your clients, remember to "add-on" custom or stock products from Hospitality Mints! Sell them as a "stand alone" brand awareness program. Our products are ideal for the following purposes and prospects.

- ✿ Finance
- ✿ Real Estate
- ✿ Education
- ✿ Brand Awareness/New Product Launch
- ✿ Business Calls
- ✿ Education
- ✿ Car Dealerships
- ✿ Charity Promotions/Special Events
- ✿ Company Stores
- ✿ Property Management
- ✿ Trade Shows
- ✿ Marketing Efforts
- ✿ Customer Referrals
- ✿ Public Relations
- ✿ Political/Civic
- ✿ Employee Appreciation and Safety



Selling Tools

Sample Kits \$6.25 (v)
CREDITED BACK ON 1ST ORDER

Image Library

Case History Booklets

Distributor Specials

Product Coupons

Catalogs

Create Your Own Custom Flyers

HospitalityMints 

www.hospitalitymints.com
samples@hospitalitymints.com

***Thank you in advance for selling our products.
Happy and Profitable Selling!***

Made In America 

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DELICIOUS PRODUCTS TO PROMOTE YOUR BUSINESS



Individually Wrapped Custom Mints & Candies

We offer a wide variety of candies and mints, wrapper colors and ink colors. For just pennies per serving, our custom wrapped mints are ideal to promote your business or brand.



Individually Wrapped Stock Mints & Candies

Stock candies and mints are ideal for fillers for containers such as gift tins, candy jars, and coffee mugs. Also ideal for special occasions, traditional holidays, parades, community events, table confetti for business dinner/conventions, employee giveaways, tight budgets, and shorter lead times. Choose from over 20 different designs and five of our best selling candies.



Hospitality Packs

Hospitality Packs offer five mints in one convenient pack. The larger imprint area allows extra printing space to promote your business or brand.



Breath Mint Tins

Hospitality Mints' Breath Mint Tins are available in small rectangle, heart, and star shapes. Each tin is filled with sugar-free breath mints in a choice of peppermint, cinnamon, or wintergreen.



Window Pouch Bags

Window Pouch Bags are an affordable gift item with a high-perceived value. We offer solid colors or seasonal themed bags with a choice of two of our best selling candies.



PROMOTE YOUR BRAND WITH HOSPITALITY MINTS



PROMOTE YOUR BRAND WITH HOSPITALITY MINTS

- ✓ Sales people use Hospitality Packs as “leave behinds” to reinforce their company name and contact information.
- ✓ Because a large national grocery chain was coming to the community, a regional grocery store purchased Hospitality Packs with a custom logo and “thank you” message. The cashiers gave each customer a pack as they checked out. The Hospitality Packs demonstrated customer appreciation and encouraged repeat business.
- ✓ A real estate brokerage with multiple agents used our breath mint tins as business cards. Each agent's photo and contact information were imprinted on the lid. Because of our friendly minimums (100 tins) and extended shelf life (eight months), each agent felt comfortable with the program and felt that their business cards were truly unique.
- ✓ HBO used our custom mints to announce new shows for the upcoming season. The mints were distributed by the case to salons, restaurants, cafes, and performance centers as a “hand-out” to their patrons.
- ✓ Our individually wrapped candies can be your “mini billboard” to the world. For pennies per serving, custom candies keep flashing your logo in front of your targeted markets.

BUSINESS CALLS



BUSINESS CALLS

- ✓ Breath mint tins are ideal for sales calls as a “leave-behind.” Just imprint with your company name and contact information. A very unique business card.
- ✓ Maid services use our individually wrapped stock “Thanks A Mint” Buttermints as a “leave behind” when they finish their cleaning job. At just pennies per serving, our stock candies are an affordable finishing touch.
- ✓ Hospitality Packs are often used in:
 - Boardrooms
 - Waiting rooms
 - Open houses
 - Offices
 - Car dealerships
 - Welcoming gifts
 - Leave behinds

CAR DEALERSHIPS

- ✓ Many car dealerships serve Hospitality Mints' individually wrapped custom mints in their showroom. The wrappers are imprinted with the dealership's logo and contact information. Customers take several, drop them in their pocket or handbag, and are reminded of the dealership when at home or work.
- ✓ The Service Department of a car dealership places several pieces of individually wrapped custom mints in every car after it has been serviced or detailed. The added touch and delicious mints reinforce the quality service and friendly customer service.
- ✓ In order to relax customers in their showroom, a chain of dealerships served bowls of custom wrapped mints. Each month a different imprint was added to feature the corresponding special such as, "0% financing at Brockman Chevrolet" or "\$5000 rebate at Brockman Chevrolet." The dealer further enhanced his promotion by giving local restaurants mints during peak sales seasons to drive business to the dealership. The parts/body/repair departments also distributed the mints to customers.
- ✓ Car sales persons use our Window Pouch Bags as a "Thank You" gift after the sale has been closed. The custom gift card can be imprinted with the dealership's logo on the front panel and an appreciation message on the inside panel.



CHARITIES AND SPECIAL EVENTS

- ✓ **March of Dimes Walk America:** March of Dimes volunteers use Hospitality Mints' individually wrapped candies to broadcast the news of special events. For example, the "March of Dimes Walk America" logo can be given to the following to promote charitable support: Businesses, business associates, friends, hair salons, meetings, etc. The mints are a sweet, fresh way to initiate conversation regarding the cause without pressure.
- ✓ **Red Cross:** The American Red Cross gives out Hospitality Mints' candies during blood drives and on response missions. They use our individually wrapped mints as well as our Hospitality Packs. The imprint sends the message of "Thanks from the American Red Cross," and the candy helps blood donors increase their blood sugar level after giving blood.
- ✓ **Salvation Army:** Distributors nationwide have created excellent programs using Hospitality Mints with the Salvation Army. Volunteers hand out individually wrapped candies at fundraising drives during the Christmas holidays. "Bell Ringers" give out mints with the Salvation Army logo and special message, "God Bless You."
- ✓ **Samaritan's Purse:** Every year Samaritan's Purse sends shoeboxes filled with Christmas goodies to under privileged children worldwide. Individually wrapped candies with inspirational messages from Hospitality Mints are an important item in the box.
- ✓ **Volunteer Appreciation:** One distributor used our individually wrapped buttermints as a handout to thank volunteers for giving their time to support a charity. When stuffing and licking envelopes, our buttermints were a welcomed and refreshing relief for the volunteers. In addition, our breath mint tins became the perfect appreciation gift at a volunteer dinner.



COMPANY STORES



- ✓ Company Store catalogs offer custom mints for the following programs and purposes:
 - To spread brand awareness in their community at parades
 - In reception areas
 - At their trade shows
 - Meetings and board rooms
- ✓ Hospitality Packs are the perfect stuffer for coffee cups, stainless steel mugs, or gift bags.
- ✓ Hospitality Packs are a great item to include when shipping out orders either to the buyer for using the company store, or your clients for being the end user. A terrific finishing touch!
- ✓ Big 8 accounting firms and insurance executives use our tins as business cards. Available in their company store catalog, they order as few as 100 tins with four-color imprint.
- ✓ An investment salesman used our tins by imprinting a photograph of himself on the golf course with the following message, "Meet me on the 9th hole to discuss your life plan." Obviously, he was targeting the "big guys" that love any excuse to play golf. It worked great!
- ✓ Window Pouch Bags allows your company to personalize a gift tag for a specific meeting, conference, or sales campaign. A personalized message will always impress your customers, and they will appreciate and enjoy the candy.

CUSTOMER REFERRALS

- ✓ **Car Dealerships:** In addition to thank you notes, individually wrapped mints with upscale packaging is a fantastic way to reward clients for referrals. The individually wrapped custom or stock mints can be used as fillers for gift bags, baskets, etc.
- ✓ **Health Clubs:** Sugar-free breath mints packaged in a custom tin are an excellent way to reward health club members for referrals. It's also a great way to welcome new members.
- ✓ **Real Estate Companies:** Hospitality Packs are a great item to give clients for customer referrals. Because Hospitality Packs contain five mints instead of one, a realtor might use the following imprint; "Let us thank you five times over for your referral." With three-color imprint available with a low minimum order of two cases, the imprint can be colorful, fun, and bold. Best of all, it's a great token of appreciation for just pennies!



EDUCATION



- ✓ Club Recruitment: Individually wrapped custom mints, breath mint tins, and hospitality packs are a great way to promote specific organizations within high schools, colleges, etc.

High School Organizations

- Interact Club
- JROTC
- FCA
- Drama Club
- Debate Club
- Chess Club
- Crew Club
- Political Club
- Vocational
- Agricultural

✓ Athletic Events

- Football
- Basketball
- Soccer
- Volleyball
- Softball
- Baseball
- Tennis
- Golf
- Swimming
- Track & Field
- Sororities
- Fraternities
- College Democrats
- College Republicans
- Christian Student Fellowship
- Yoga Club
- Philosophy Club
- Hostesses for specific athletic programs

✓ College organizations include:

- Sororities
- Fraternities
- College Democrats
- College Republicans
- Christian Student Fellowship
- Yoga Club
- Philosophy Club
- Hostesses for specific athletic program

✓ Special Events

- Sorority and Fraternity Mixers
- Alumni organizations
- Reunions
- Homecoming
- Vegetarian Student Alliance

EMPLOYEE APPRECIATION, MOTIVATION, AND EVENTS

- ✓ One distributor developed a great program to motivate employees. Each week individually wrapped custom Buttermints were placed in the company's break rooms. The imprint changed weekly. Some of the messages were as follows: "Good Job," "Thanks for you dedication," "We love our employees," and "Quality and Commitment." Because our individually wrapped custom candies are so affordable, the program continued for several weeks. For just pennies per serving, the company was able to promote positive performance and show appreciation to their employees.
- ✓ Companies are extremely conscientious about safety. One distributor coordinated an incentive employee safety program with the plant manager of a large food manufacturer. The program was scheduled quarterly. At the end of each quarter, employees with perfect safety scores received a gift. During plant meetings and safety training, the managers served individually wrapped buttermints. The imprints (stressing safety) changed at every meeting and training. By providing mints, the company was able to reinforce the message of safety and motivate employees throughout the quarter.



FINANCE

- ✓ At a bank's grand opening, our tins were used as a welcome gift to customers and prospects. The bank imprinted the tins with their logo and a photo of the new building. The four-color process provided a clear and colorful image. The tins were handed out on grand opening day. Customers were impressed with the bank's professionalism, and many were convinced to switch banks on their first visit.
- ✓ A bank wanted to put their name and contact information on our custom mints; however, the imprint area was too small. The Hospitality Packs offered the perfect solution with its large imprint area. Their customers were also pleased because the pack contained five mints instead of one. Hospitality Packs allowed the bank to send a complete message and give their customers something extra.
- ✓ Many banks keep waiting customers happy by serving custom mints at the teller counter or in the reception area.
- ✓ Our individually wrapped custom mints are the "hand-out" of choice for bank tellers. They build customer loyalty in a very competitive market. Changing the imprint is inexpensive; therefore, the custom candies can be used for marketing campaigns such as, "See me for your new home equity loan" or "Ask me about our IRA options."



MARKETING EFFORTS

- ✓ Marketing surveys are extremely helpful to companies; however, getting consumers to participate is challenging. One distributor worked with a marketing director at a large department store to create an incentive gift for consumers. Market surveyors were placed in high traffic areas with survey forms. When a consumer agreed to answer the questions, they were given a Window Pouch Bag with a customized gift card. The front of the gift card was imprinted with the store logo and the inside was imprinted with, "Thank you for your time."
- ✓ An apparel chain, featuring young trendy clothing, solicited the help of a distributor to increase credit card enrollment while shoppers were in the store. In addition to giving the shopper a 10% discount on their purchases for the day, they received a breath mint tin. The tins were imprinted with the store's logo, tag line, phone number, and website address.



POLITICAL/CIVIC

**TINA
FOR
PRESIDENT**



POLITICAL/CIVIC

- ✓ A candidate put his name and abbreviated platform on a Hospitality Pack. It provided an affordable and effective tool to broadcast his message to the voting public.
- ✓ Individually wrapped custom mints are ideal and extremely affordable for campaigning, fund raising events, meetings, parades, volunteers, and much more.
- ✓ A candidate imprinted our tins with her photo, name, and campaign slogan. She distributed them at banquet dinners and political functions to potential voters and contributors. Everyone loved the mints; the candidate's name and face were fixed in the voters' memory. Truly a great way for a political candidate to gain name and face recognition with Hospitality Mints' breath mint tins.

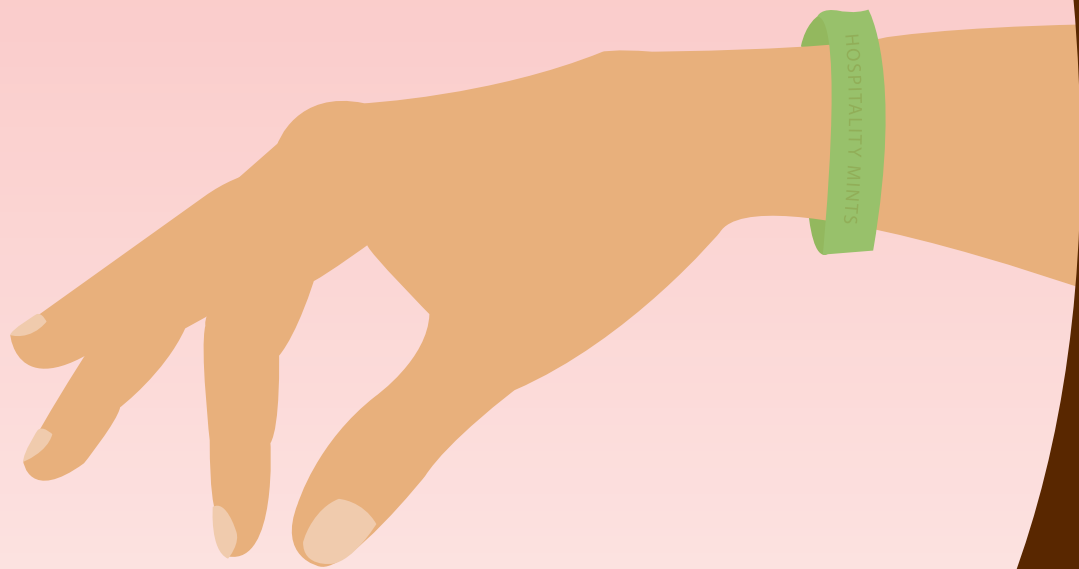
PROPERTY MANAGEMENT

- ✓ Many property and rental agencies use our products in the following ways:
 - Reception desk
 - Waiting areas
 - Turn down service
 - Maid service leave behinds



PUBLIC RELATIONS

- ✓ Individually wrapped custom mints/candies are used in showrooms, boardrooms, office reception areas, and as welcoming gifts or “leave behinds.” Custom mints are a tasty way to promote your brand and broaden your customer base.
- ✓ Hospitality Mints offers “Thank You” and “Thanks A Mint” stock packaging for a simple and inexpensive way for businesses to tell their customers they appreciate their business. Stock candies are especially popular in waiting areas for bank tellers, doctor's offices or auto service repair shops. Give your customers a tasty treat to appease them while they wait.
- ✓ A distributor in Texas helped a regional grocery store build client loyalty when a national chain moved in next door. By using our Hospitality Packs, they offered a tasty “Thank You” to every shopper. The simple marketing efforts made customers feel important and appreciated.



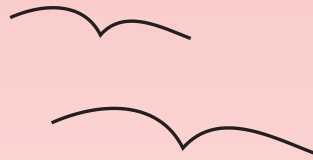
REAL ESTATE

- ✓ Custom mints are a great way to market a new development/community. The mints can be dropped off at local real estate agents, bankers, and restaurants. It's the perfect way to reach your targeted clientele within the specific community. Also helps builders when their new division/development opens for viewing.
- ✓ Custom mints are ideal for real estate offices. Prospects can help themselves and hopefully they will put extras in their pocket or handbag.
- ✓ Hospitality Packs are the perfect "leave behind" in agent's boxes at large offices as invitations and reminders to show their clients a new home or community. With the larger imprint area, more details can be included regarding the properties/community.
- ✓ As you know, agents imprint their photograph on everything. With a low minimum order of 100 tins, agents can imprint their photo and contact information on the lid of the tin. The tin is an excellent and unique business card to leave with prospects, current clients, bankers, and builders.
- ✓ Window Pouch Bags are ideal for closing or referral gifts. Perfect for open house hostess gift...a tasty way to thank prospects for stopping by.



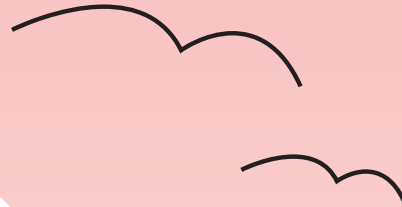
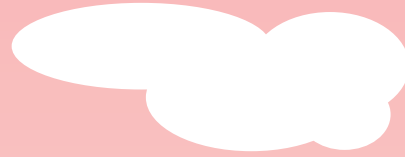
TRADE SHOWS

- ✓ A nationally recognized large equipment manufacturer used our custom mints by placing them in the bucket of one of the machines. The mints drew people to their booth. Custom mints are the perfect advertising vehicle to attract people to your show booth.
- ✓ Stock wrappers/candies at a trade show send a message of appreciation. Many distributors use our stock wrappers (Thanks A Mint or Season's Greetings) to show appreciation to the people that visit their booth.
- ✓ Trade show attendees return home with dozens of business cards from every booth they visited. One distributor used our small breath mint tins as his business card. With four-color process printing available, the distributor imprinted the tin with his photo and contact information. Obviously, his business card made a refreshing impression. Tins are a great way to improve traffic at your trade show booth.
- ✓ A landscaping company used Hospitality Packs to give away at their booth. With a three-color custom imprint on the front and their contact information on the back, Hospitality Packs helped the company stand out among its' competitors.



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