

NutriStudents K-12 & US Foods: A Strategic Partnership

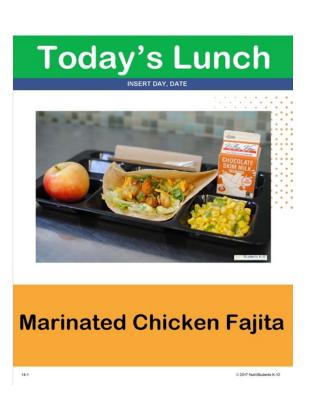


Menu Freedom. Tools for Success.



NutriStudents K-12: Redefining the NSLP









Menu Freedom. Tools for Success.



Follow the Money: Proven Success for Schools

- Increased participation (and revenues)
- Reduced costs, food waste
- Increased profitability
- Reduced daily prep and administrative workload

1,000 student district/building

(Assuming 180 days @\$3.60/lunch)

Participation rate	Revenue	Total annual revenue increase	\$64,800
50% participation	\$324,000	Annual revenue increase	
60% participation	\$388,800	per student/year:	\$648





Menu Freedom. Tools for Success.



Client Testimonials

"The kids love the food...I haven't had one single complaint!"

- Sue Motzko

"Our food waste was decreased by as much as 30-40% less than last year."

- Tom Marcussen

"NutriStudents K-12 is the best thing that happened to me in my foodservice career."

- Sue Motzko

"The kids are excited about breakfast and lunch. Participation has increased much more than we expected: From 500 to 700 every day."

- Crystal Vang

"This doesn't look or taste like school lunch. It's absolutely awesome!"

- Shelly Miller

"Foodservice directors would have to be out of their mind not to use this program!"

-Crystal Gauss







"My whole job is easier...less time doing food prep and cooking..."

- Judy Gertz

"I'm so pleased with my lower food cost."

- Shelly Miller





Menu Freedom. Tools for Success.



Pricing: Transparent and Concise

One-time setup fee and monthly subscription payable over 12 months

One-Time Setup Fee/District

Four schools or less \$1,995

Each additional school \$209

Monthly Subscription

Four schools or less \$289/month

Each additional school \$49/month



Menu Freedom. Tools for Success.



What's in it for Sales Reps?

- Increased income
- Expanded sales opportunities
- Increased customer loyalty
- Differentiation from competitors
- Minimize loss of customers to foodservice management companies
- Larger, more profitable orders
- Simplified ordering process from concise market basket results in larger orders of fewer items
- Time savings with DataBites[™] inventory & semi-automated order management system





Menu Freedom. Tools for Success.



US Foods Sales Reps Responsibilities

- US Foods sales reps only responsible for referring schools to NutriStudents K-12
- No selling or closing required by sales reps
- NutriStudents K-12 salespeople responsible for inquiry follow up, closing and customer support
- Minnesota & select Western Wisconsin K-12 schools exempt from this agreement





Menu Freedom. Tools for Success.



Sales Incentives

- 10% commission based on one-time set-up fee for any referral resulting in a sale
- \$500 additional incentive for first rep(s) to refer a school that subscribes to NutriStudents K-12
- \$1,000 for first rep(s) to refer what results in 5 subscription agreements
- US Foods sales mgmt will determine all award recipient(s)





Menu Freedom. Tools for Success.



Questions?

Amanda@NutriStudentsK-12.com 844.204.2847

MenuFreedom.com

