






FRUIT  
ESSENTIALS®

## OMEGA BITS™ RETAILER SUPPORT PROGRAM

Fruit Essentials, Inc. wants to ensure your success with our Omega Bits™ product line. We offer a launch program, complete with samples and support. Let us supply the knowledge and insight to move Fruit Essentials® through your store!

### I. POINT OF SALE SUPPORT

- ▶ **Consumer Education Literature** – We offer flyers to educate the consumer on the innovative ingredients and technology we use as well as potential benefits of the nutrients within our product. 
- ▶ **POS Display Items** – We offer a wide array of attractively designed attention-grabbing visuals, including:
  - Shelf Talkers
  - Banners
  - Header Cards
  - Custom Items Per Request
- ▶ **Merchandising** – We offer a wooden display that holds both our 2oz and 5oz Omega Bits™ sizes.

### II. LAUNCH PROGRAM

- ▶ **Sampling** – We'll offer personnel and samples for our regional rollout in MN, WI and IA.
- ▶ **Header Card & Shelf Talkers** – Attract attention to the sample booth with concept-relaying visuals.
- ▶ **Consumer Education Literature** – We will supply literature to give away and educate the consumer on our product offering.
- ▶ **No Risk - Initial Order Guarantee** - We offer 100% buyback guarantee on all initial orders with our direct-to-retail program.

