



2008 MERCHANDISING PROGRAM



MAUI SALES BOOSTERS

"We want to help you increase sales at no cost to you!"

TABLE TENTS, POSTERS & MENUS

The following items are provided at no additional charge to operator accounts featuring frozen drink specialties made with Maui Fruit Blends.

These four-color, two-sided tent cards will help spur impulse sales. They feature two inviting tropical scenes.

Note: Packet of 50 Table Tents are free of charge to operators purchasing a minimum of 4 Maui Fruit Blend Flavors.



Posters

This four-color poster features a refreshing smoothie that will make your customers want to cool off with their favorite flavor.

Note: Posters are free of charge to operators purchasing a minimum of 4 Maui Fruit Blend Flavors. Limit 2 per customer.

These four-color menu 'shells'* can be imprinted with the beverage and optional appetizer menu of the foodservice operator. The menu items are imprinted in black on the inside of the piece, and laminated to provide a durable menu.

Note: Customized menus are free of charge to operators purchasing a minimum of 5 Maui Fruit Blend flavors and offering a minimum of 7 frozen drink specialties on their menus. Menus can include Maui Smoothies, Cocktails and optional appetizers.

*We will provide these shells only. There will be no exceptions.

*Maximum Quantity: 75

*Upon final approval of menu, allow three weeks for delivery.



To order Maui merchandising products:

Lyons Magnus, 3158 East Hamilton, Fresno, CA 93702 ATTN: Marketing FAX: (559)233-8249



MAUI SALES BOOSTERS

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SERVER BUTTONS, DANGLERS, MEASURING CUPS, & SMOOTHIE CARDS

The following items are provided at no additional charge to operator accounts featuring frozen drink specialties made with Maui Fruit Blends.



Free Smoothie Cards

These fun cards are a great way to promote smoothie sales, getting your customers to buy 8 smoothies and get one free!

Note: 1 Pack of 200 per customer.

Smoothie & Frozen Cappuccino Danglers

Just hangin' around making your customer's mouths water.

Note: Limit 2 of each per customer



Server Buttons

These fun little buttons are worn by servers to increase their bar tabs.

Note: Limit 20 per customer

Cocktail Shakers/Maui Measuring Cups

Keep your bottom line profitable with Maui's new measuring cup that doubles as a shaker.

Note: Limit 1 per customer



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PREMIUM MERCHANDISERS

"Cash Builders"

Also available to help promote frozen drinks are the following materials, which can be purchased by operators or earned at no additional charge with the purchase of specified quantities of Maui Fruit Blends.

Menu Boards

These menu boards, available in frozen cocktail and smoothie versions, help promote refreshing frozen drinks or smoothies.

PRICE: \$30.00 SPECIAL OFFER: FREE WITH PROOF OF PURCHASE OF 15 CASES FOR A MENU BOARD DURING 2008.



Cocktail Banner (2'x8')

This four-color banner features a refreshing ocean scene to help spur impulse sales.

PRICE: \$80.00. SPECIAL OFFER: FREE WITH PROOF OF PURCHASE OF 30 CASES DURING 2008.



Smoothie or Cocktail Banner

This four-color banner features an inviting beach scene to help spur impulse sales.

PRICE: \$60.00. SPECIAL OFFER: FREE WITH PROOF OF PURCHASE OF 20 CASES DURING 2008.

Deluxe Table Top Displays (Set of 25)

A set of 25 clear plastic table top displays hold two-sided inserts promoting frozen drinks.

PRICE: \$100.00. SPECIAL OFFER: FREE WITH PROOF OF PURCHASE OF 50 CASES DURING 2008.



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PREMIUM MERCHANDISERS

"Cash Builders"

Also available to help promote frozen drinks are the following premiums, which can be purchased by operators or earned at no additional charge with the purchase of specified quantities of Maui Fruit Blends.



Skimboards

Maui Skimboards are available to help promote cocktail and smoothie sales. They can be hung for decoration or given away as part of a promotion.

SPECIAL OFFER: FREE WITH PROOF OF PURCHASE OF 15 CASES DURING 2008

Surfboard Menu Boards

These menu boards are perfect for specials. Chalk included.

SPECIAL OFFER: FREE WITH PROOF OF PURCHASE OF 10 CASES DURING 2008.



Maui Smoothie Blow Up Cups

This 4' high cup will certainly attract customers, helping you blow through a ton of Maui Drinks.

SPECIAL OFFER: FREE WITH PROOF OF PURCHASE OF 3 CASES DURING 2008.

T-Shirts

Maui T-Shirts are a great way to promote your cocktail or smoothie sales. Have your staff wear them or give them away to customers. Makes a great gift!

PRICE: \$5.50 each. **SPECIAL OFFER:** RECEIVE 5 FREE SHIRTS WITH PROOF OF PURCHASE OF 15 CASES DURING 2008.



Hats

Maui Hats are another a great way to promote your cocktail or smoothie sales. Have your staff wear them or give them away to customers. Makes a great gift!

PRICE: \$5.50 each. **SPECIAL OFFER:** RECEIVE 5 FREE HATS WITH PROOF OF PURCHASE OF 15 CASES DURING 2008.

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Special Premium Merchandising Offer

Option 1

We'll send your free merchandise when you provide us proof-of-purchase of the following number of cases of Maui Fruit Blends.

Cocktail Banner (2'X8') - 30 cases
Smoothie Banner (3'X4') - 20 cases
Deluxe Table Top Displays (set of 25) - 50 cases
Wall Mount Menu Board (19"x23") - 10 cases
Skim Board - 15 cases
T-Shirt - 3 cases
Visor - 3 cases
Hat - 15 cases (5 hats)
Surfboard Menu Board - 10 Cases
Maui Inflatable Cup - 10 cases
Cocktail Shaker/Measuring Cup - 0 cases
Maui Buttons - 0 cases
Cappuccino Dangler - 0 cases
Smoothie Dangler - 0 cases
Smoothie Cards - 0 cases

Option 2

Purchase your merchandise for Maui Fruit Blends.

Cocktail Banner (2'X8') - \$80
Smoothie Banner (3'X4') - \$60
Deluxe Table Top Displays (set of 25) - \$100
Wall Mount Menu Board (19"x23") - \$30
Skim Board - \$32.50
T-Shirt - \$5.50
Visor - \$5.50
Hats - \$5.50

If purchasing a Menu Board please specify version:

___ Smoothie ___ Frozen Cocktail

Yes, I'm interested in **OPTION 1**. Attached are my invoice copies showing that I've purchased _____ cases of Maui Fruit Blends between January 1 and December 31, 2008. Please process my order:

_____ quantity	Cocktail Banner	_____ quantity	Cappuccino Dangler
_____ quantity	Smoothie Banner	_____ quantity	Smoothie Dangler
_____ quantity	Deluxe Table Top Displays	_____ quantity	Smoothie Cards
_____ quantity	Wall Mount Menu Board ___ Smoothie ___ Frozen Cocktail	_____ quantity	Maui Buttons
_____ quantity	Skim Board	_____ quantity	Cocktail Shaker/Measuring Cup
_____ quantity	T-Shirt	_____ quantity	Surfboard Menu Board
_____ quantity	Visor	_____ quantity	Maui Inflatable Cup
_____ quantity	Hats		

Yes, I'm interested in **OPTION 2**. Attached is my check for the appropriate amount. Please process my order and ship me my Premium Merchandiser(s).

_____ quantity	x \$ 5.50	_____	- Hats
_____ quantity	x \$ 80.00	_____	- Cocktail Banner
_____ quantity	x \$ 60.00	_____	- Smoothie Banner
_____ quantity	x \$ 100.00	_____	- Deluxe Table Top Displays
_____ quantity	x \$ 30.00	_____	- Wall Mount Menu Board
_____ quantity	x \$ 32.50	_____	- Skim Board
_____ quantity	x \$ 5.50	_____	- T-Shirt
_____ quantity	x \$ 5.50	_____	- Visor
_____ quantity		_____	SUB-TOTAL
		_____	(CA & KY RESIDENCES PLEASE ADD APPLICABLE SALES TAX)
		_____	PAYMENT ENCLOSED

FAX/MAIL: Lyons Magnus, 3158 East Hamilton, Fresno, CA 93702 FAX to ATTN: Marketing (559)233-8249

SHIP TO:

NAME _____
OPERATOR _____
ADDRESS _____
CITY _____

STATE _____ ZIP _____
E-MAIL _____
TELEPHONE _____
SIGNED _____



Table Tent & Customized Menu Order Form

Yes, I currently purchase Maui Fruit Blends and I'm interested in ordering table tents and/or customized menus to help promote frozen drinks.

Flavors I currently purchase:

____ Strawberry ____ Raspberry ____ Peach ____ Pina Colada ____ Smoothie Starter
____ Margarita ____ Mango ____ Banana ____ Ice Cream ____ Lemon Ice
____ Cappuccino ____ Passion Fruit ____ Big Kahuna Bloody Mary ____ Pomegranate

Type of operation: ☐ Family Restaurant ☐ Theme Restaurant ☐ Business Cafeteria
☐ College/University Bar/Lounge ☐ Lodging ☐ Resort ☐ Deli

Types of alcoholic beverages served: _____

Types of non-alcoholic beverages served: _____

Number of tables: _____

I purchase from the following distributor(s): _____

DISTRIBUTOR

SALES REP

Please send me the following:

____ quantity Smoothie Posters	____ quantity Bunn Smoothie Topper
____ quantity Smoothie Table Tents	____ quantity Bunn Cocktail Topper
____ quantity Cappuccino Dangers	____ quantity Flavor Strips
____ quantity Fruit Smoothie Dangler	____ quantity Free Smoothie Cards
____ quantity Maui Buttons (Limit 5)	____ quantity Bulletin Paper

____ Cocktail Table Tents ____ Take A Trip To Paradise ____ Freeze The Day
____ Customized Menus* ____ Take A Trip To Paradise ____ Freeze The Day

* Note: Please attach menu information and logo (Electronic files are encouraged: Illustrator, EPS, JPG and Word) We will provide you a printed proof via fax or e-mail within 5 business days of receipt of your order. Menus will be shipped within 5 days of your signed approval. Printing will be in one color (black) on the standard four-color menu shell. If you have questions regarding menu format, please contact the marketing department at 800-344-7130 or via e-mail: marketingsupport@lyonsmagnus.com

Standard Maui menu shells will be used.
There will be no exceptions.

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SHIP TO:

NAME _____

STATE _____ ZIP _____

OPERATOR _____

E-MAIL _____

ADDRESS _____

TELEPHONE _____

CITY _____

SIGNED _____