

CLUB FRENZY MENU BUILDER GUIDELINES

MENU BUILDER

Marketing and activity managers have the ability to create collateral advertising Club Frenzy-themed menu items using McCain Food Service's Customizer Live feature. The suggested menu items for this promotion were carefully selected with the unique target audiences in mind. This is an opportunity to create a cohesive look to all the Club Frenzy programs' materials. With an array of templates to choose from through Customizer Live, choose designs that best compliment the Club Frenzy theme. Step-by-step instructions are provided in the following pages on how to use the tool. A slide set is also available as a separate document also on Download Central.

If you are unable to access any of the websites (www.mccainusafoodservice.com, www.customizerlive.com, www.mccainideafeed.com) via the .mil, please follow the instructions after this section provided on page 9.

MENU BUILDER RULES OF ENGAGEMENT

- Use of Customizer Live and printing of collateral materials is FREE provided that at least one McCain food item is listed on the menu you create
- Each Air Force Club/Marketing may request materials for print up to four times a year free of printing and shipping costs
- Each Air Force Club/Marketing may print up to a combination of 150 pieces (i.e. a set of 50 table tents, 50 badges, 50 menu inserts)

ADDED VALUE FOR MARKETING/CLUBS

- Customizer Live isn't just for Club Frenzy promotions; use it to advertise other menu items for your other events (as long as you have not reached your printing quota)
- Remember, it's FREE

REGISTER FOR AN ACCOUNT

- Each Air Force Club/Marketing must first register online
- List a valid mailing address as marketing materials will ship directly to that address

NOTICE: DOLLAR AMOUNT REFLECTED IN CART

As you create your pieces in the menu builder and add them to your cart you'll notice that a total dollar amount will appear. The dollar amount reflected is the cost McCain incurs and is for their reference only. You will not be asked to submit payment. Just proceed through to the checkout process.

SHIPPING TIMES

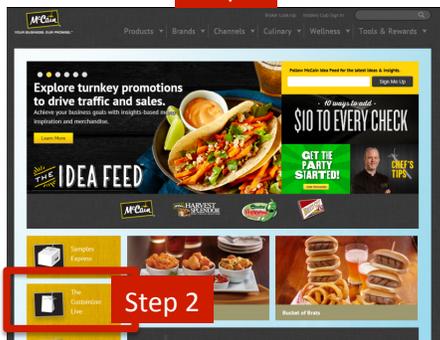
Once order is submitted, expect to receive materials within two to two-and-half weeks.



McCain Customizer Live Menu Builder Step-By-Step Instructions

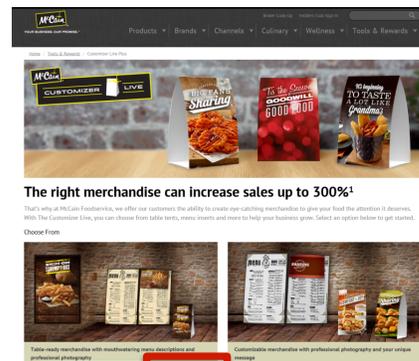


Step 1



Step 2

1. Go to www.mccainusafoodservice.com
2. Select The Customizer Live
3. Select Operator
4. Register for Insiders Club – *May take 48 hours to confirm registration*
5. Once your registration is complete, go back to Step 3 and Log In to use Customizer Live



Step 3

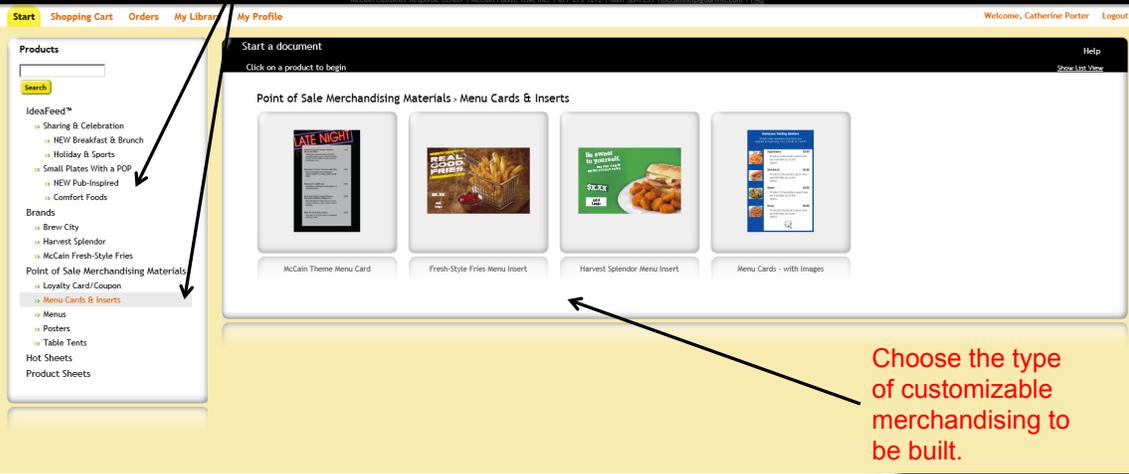


Step 4



Getting Started - Choosing a Template to Build

Choose the type of customizable merchandising to be built.
Or select one of our Idea Feed themed templates



Choose the type of customizable merchandising to be built.

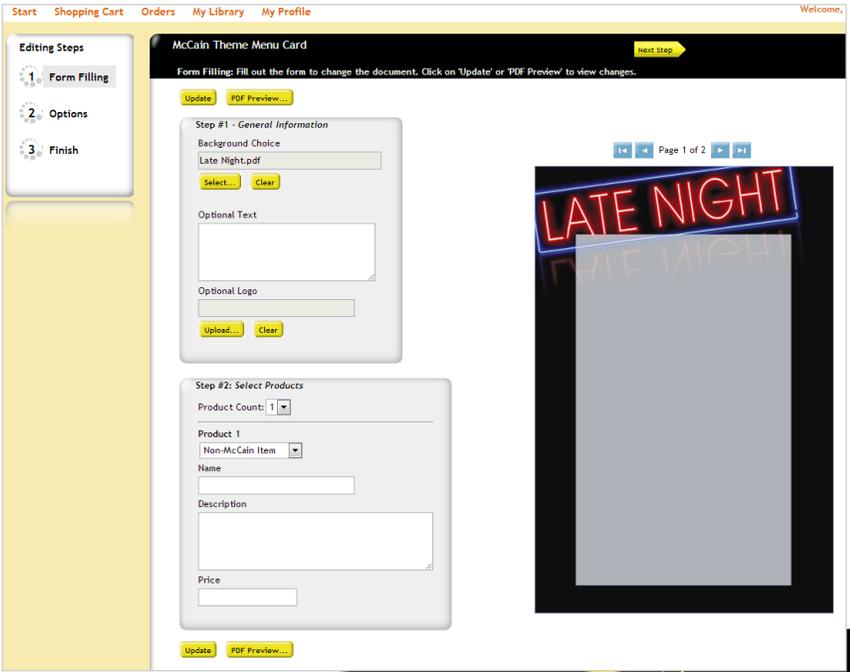




3 Easy Steps to Building Customizable POS

All Templates Build In Three Easy Steps:

- 1. Form Filling** – Information being placed on the template (menu item, description price etc.)
- 2. Printing** - Supply printing information – How many pieces, ship to whom and where
- 3. Finish** – Checkout and submit for printing



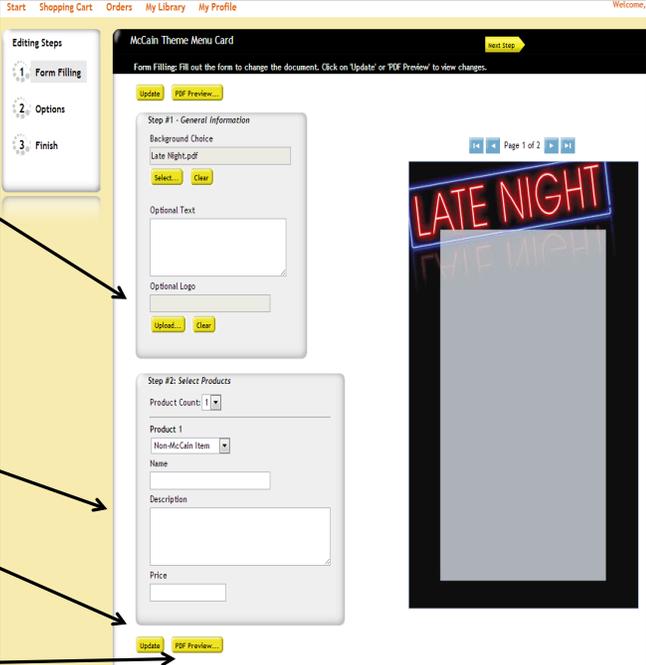


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Template Build - Menu Insert

- Instant upload of logo or product application from user's desktop, or from list of previously uploaded logos and images, with one button click!
- Preloaded products and menu descriptions or you can create your own.
- View finished piece at anytime during template build by clicking update.
- Capability to save a low-res PDF to your desk top computer. PDF may look a bit blurry but printed piece will be clear and printed as high-res.







NEW Themed Table Tent or Menu Insert Template Examples





Template Options

Brands > Brew City



Brew City Craft Your Legacy Table Tent



Brew City Craft Your Legacy Menu Card



Brew City Coupon



Brew City Product Theme Table Tent

Brands > McCain Fresh-Style Fries



Fresh-Style Fries Menu Insert



Fresh-Style Fries Poster



Fresh-Style Fries Table Tent

4 MILITARY

Point of Sale Merchandising Materials > Menu Cards & Inserts



McCain Theme Menu Card



Fresh-Style Fries Menu Insert



Harvest Splendor Menu Insert



Menu Cards - with Images

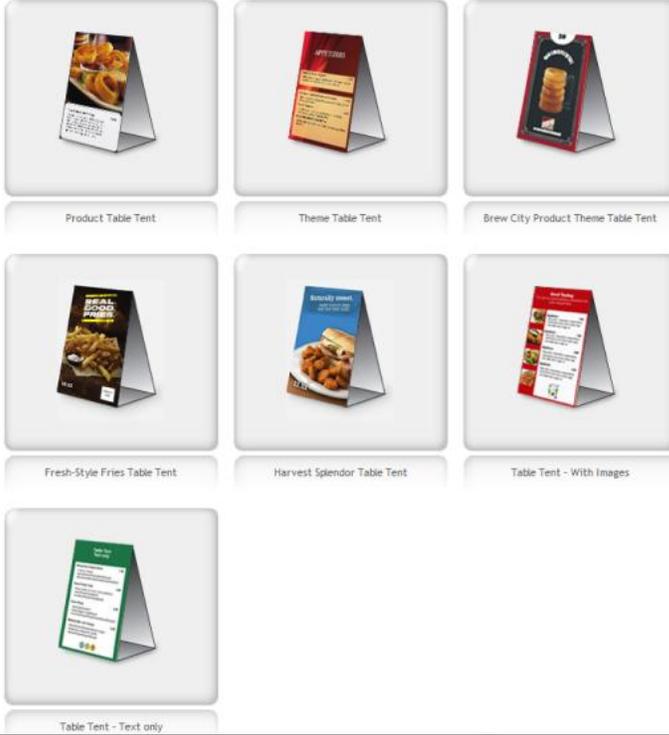


Menu Cards - Text Only

TARY

CLUB FRENZY MENU BUILDER GUIDELINES

Point of Sale Merchandising Materials - Table Tents



Point of Sale Merchandising Materials - Posters



Fresh-Style Fries Poster



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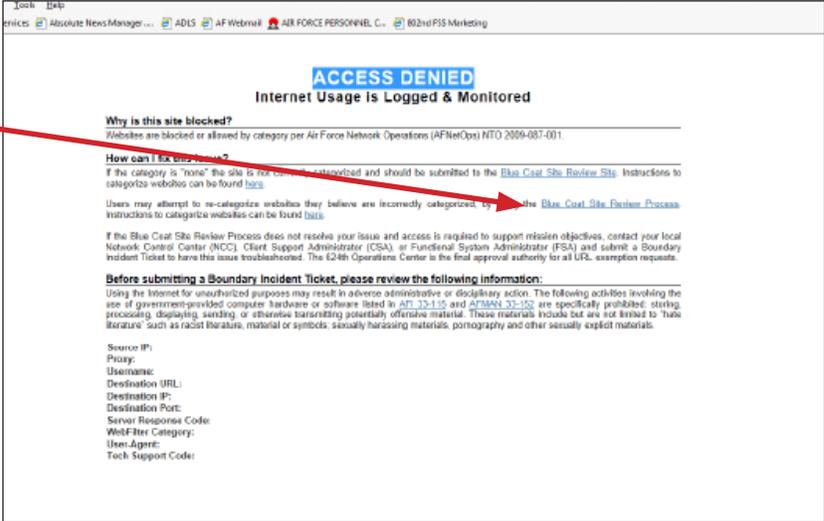
			
Beach Summer.pdf	Black Stitch Leather.pdf	Drinks.pdf	Green Stitch Leather.pdf
			
Green Summer.pdf	Honor Flag.pdf	Maroon Stitch Leather.pdf	Orange Specials.pdf
			
Red Circles.pdf	Red Swish.pdf	Basketball.pdf	Football.pdf
			
Kids.pdf	Mexican Heritage.pdf	Beer.pdf	Racecar.pdf
			
Bowling.pdf	Checkered.pdf		

CLUB - MCCAIN CUSTOMIZER LIVE BLUE COAT PROCESS

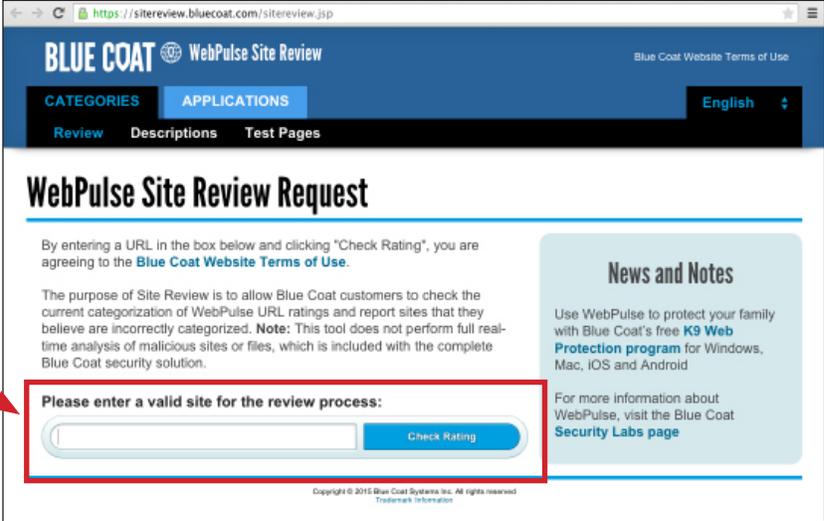
BLUE COAT REVIEW PROCESS

AFSVA Marketing took steps to ensure that www.mccainusafoodservice.com, www.mccainideafeed.com and www.customizerlive.com are accessible via the .mil. If your installation firewall has blocked access to these websites, please follow the instructions below to have it reclassified through the BlueCoat Process. You will need to submit separate requests for each site. Please note that processes may vary for each installation and that these directions may not apply to you. If this is the case, please consult with your IT professional.

If you receive this notice, click on the link directly on this page.

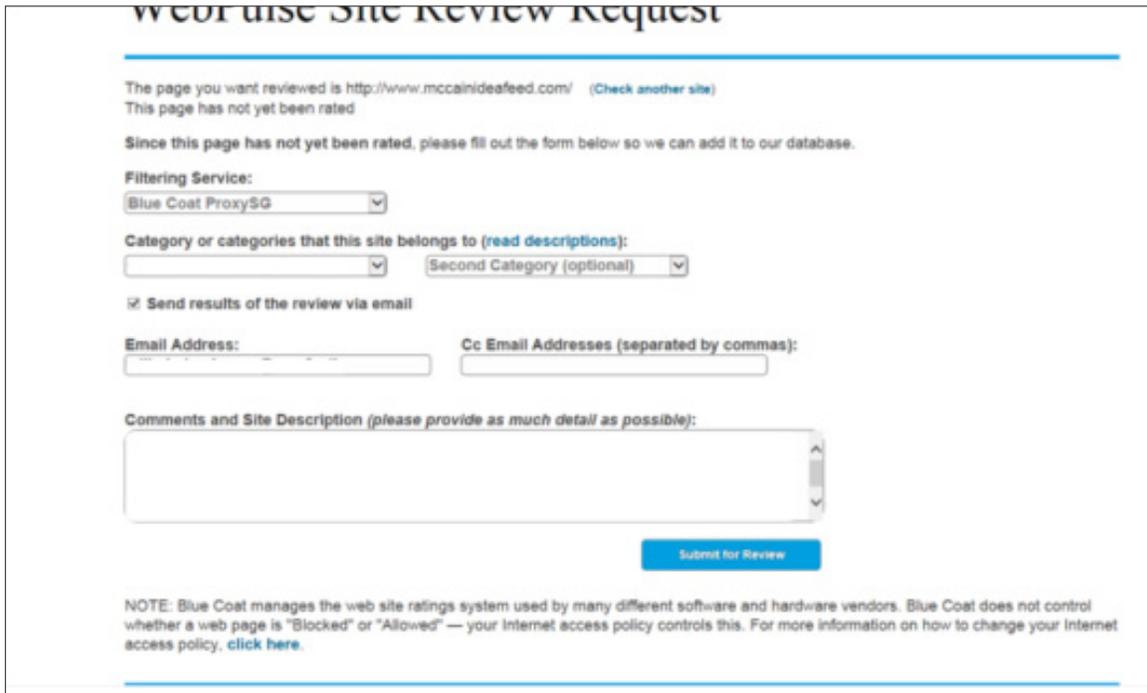


Type in the website you would like reviewed. In this case, www.customizerlive.com and in a separate request, www.mccainusafoodservice.com



CLUB FRENZY - MCCAIN CUSTOMIZER LIVE BLUE COAT PROCESS

Fill out form and submit, being sure to include an e-mail address for notification when the website is reclassified.



WEB SITE REVIEW REQUEST

The page you want reviewed is <http://www.mccainideafeed.com/> ([Check another site](#))
This page has not yet been rated.

Since this page has not yet been rated, please fill out the form below so we can add it to our database.

Filtering Service:
Blue Coat ProxySG

Category or categories that this site belongs to ([read descriptions](#)):
[Dropdown menu] Second Category (optional) [Dropdown menu]

Send results of the review via email

Email Address: [Text box] **Cc Email Addresses (separated by commas):** [Text box]

Comments and Site Description (please provide as much detail as possible):
[Large text area]

[Submit for Review](#)

NOTE: Blue Coat manages the web site ratings system used by many different software and hardware vendors. Blue Coat does not control whether a web page is "Blocked" or "Allowed" — your Internet access policy controls this. For more information on how to change your Internet access policy, [click here](#).

Filtering Service: *Blue Coat ProxySG*

Category or categories that this site belongs to:
Restaurants/Dining/Food

Send result of the review via e-mail: *Check box*

*While this section can be left unchecked, be sure to include an e-mail address for instant notification once the website is reclassified.

Email Address: *(Enter your e-mail)*

Cc Email Addresses: *(Enter any applicable addresses)*

Comments and Site Description:

*Cut and paste the text below. Again, separate submissions will require submission for www.mccainideafeed.com, www.mccainusafoodservice.com and www.customizerlive.com.

"McCain Food Service is a food service vendor

of the Air Force Services Activity (AFSVA) with the website www.mccainideafeed.com. Many Air Force food-service activities such as the club, serve food products purchased from McCain. Accessibility to their website would enable marketing offices AF wide the ability to create customizable marketing materials advertising these products for print fulfillment."

Submit for Review:

Click this button

Response times will vary. In some instances, reclassification is granted within 24 hours of submission. You will receive an e-mail (if you included it in your submission) indicating the reclassification. In this situation, the McCain websites were classified at Restaurants/Dining/Food.