



Upper Lakes Foods, Inc.

Advantage ULF

ADVANTAGE ULF

There are many food service options these days and if all products and service options were the same, the choice would be simple. Upper Lakes Foods, Inc. does business differently and that's where your advantage begins.

- **People** Our sales staff, your consultants, are salaried - not commissioned. Our staff includes specialists in center of the plate, produce, marketing, ambience, beverage, cleaning supplies, contract design, supplies and equipment, and profitable production.
- **Shows** Our food shows are designed to give you profitable ideas and genuine purchasing advantages. We actually price all our products at all of our shows, from The Annual Spring Show through our seasonal specialty shows.
- **Deliveries** We strive for timely deliveries by professional drivers who realize that your needs are why we're all here! These guys really care!
- **Product** Our whole philosophy is geared to helping you be more profitable, and to accomplish that, we carry product that is geared to quality and yield, product you can count on, day after day, year in and year out. We partner with suppliers and manufactures we can rely on - so you can rely on us!
- **New Product** Be the first! We believe that to continue to be the best, you've got to be the first, and that's why you'll see a constant array of new offerings throughout the year. If you're the first - you get to pick the price!
- **Teamwork** As an Upper Lakes customer, you are dealing with a team dedicated to your success! Your sales person has an inside partner who is as near as your phone with access to "up to the second" product and supply information as well as your specific product needs. Our specialists are ready to go as needed, to help your operation prosper.



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Advantage ULF continued . . .

- **Bus** Our traveling kitchen - our 40' fully "kitchen equipped" bus is on the road eight months a year! This mobile "Idea Factory" is the ideal place to see the new and tried and true products and ideas that are geared to your operation with your capabilities in mind!
- **Theme Menus** Oktoberfest, Spring Fling, Summer Salads, just some of the latest theme menus we generate each year to give you ideas for features and specials to keep your menu fresh and profitable!
- **Bookings** Markets can move overnight and you need a partner in the distribution business to keep you informed and give you the advantage to book your product when it's advantageous or necessary for your bottom line!
- **Sampling** It's hard to know if a product will work for you unless you get a taste, and that's how we feel, too! Your salesperson will keep you tasting because they know that's the only way you'll be confident in your product selection.
- **Marketing** Table tents, posters, menus, customized to your needs, designed specifically for you by the people with food service experience - right in our operation! We even have an ambience specialist to help you get the just right feeling in your dining room!

*We're the 30th largest broadline food service distributor in America, we're family owned and operated, and all 376 of us are dedicated to your success!
It's simple really - if we are a part of your success, we will continue to do business!*