



 **PERFORMANCE**
ELITE REWARDS

CUSTOMER TOOLKIT



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WELCOME



Congratulations on joining Performance Elite Rewards!

It is our pleasure to welcome you into Performance Foodservice's exclusive customer rewards program. Our customers' satisfaction and success mean everything – and we want to show our appreciation by providing you reward opportunities on your favorite items.

As a member of Performance Elite Rewards, you will earn valuable rewards on a wide variety of products across the Performance Foodservice footprint. New eligible items from a number of outstanding brands are added regularly to increase your reward opportunities.

To start earning rewards, simply purchase any of our reward eligible items. Each time you purchase a case of a reward eligible item, rewards will automatically be added to your Meal Ticket reward dashboard. Your reward balance will build until the next scheduled redemption cycle, which occurs quarterly. Each quarter, rewards are automatically redeemed for accounts with a balance of \$50.00 or more. You'll receive the total amount on a MasterCard gift card, which can be used anywhere MasterCard is accepted.

We understand the importance of quality service in the restaurant industry – and Performance Elite Rewards lets us serve you the rewards you deserve. Full details on the redemption process, frequently asked questions, eligible items, and the Meal Ticket reward dashboard can all be found throughout this document. If you have any questions, please contact our team at PerformanceEliteRewards@pfgc.com.



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MEAL TICKET DASHBOARD



The Performance Elite Rewards program is held on the Meal Ticket reward dashboard. To find this dashboard, please visit www.mealticket.com.

This reward dashboard can be used to view, which products are earning you rewards, and your reward balance. Follow the steps in the instructions provided below to find your account's dashboard.

HOW TO LOGIN TO MEAL TICKET REWARD DASHBOARD

STEP 1

Visit www.mealticket.com.

STEP 2

Login to the Meal Ticket dashboard using your primary contact email. If you need a primary contact email added or to have your password reset, please reach out to The PerformanceEliteRewards@pfgc.com.

STEP 3

Select **Programs** on the left, then **Program List** from the drop down options.

STEP 4

Select **Performance Elite Rewards** to view the program's page.

STEP 5

Once you have reached the program page you will be able to see your account information, balance, and more.

You will see the following headers displayed on the dashboard. Please use the guide below to determine the meaning of each section.

- **EARNED:** This will show the total value of rewards earned.
- **REDEEMED:** This will show the total value of rewards redeemed.
- **BALANCE:** This will show your current redeemable balance.
- **START DATE AND END DATE:** This will indicate which month the rewards were earned.
- **REDEMPTIONS:** This will show your redeemable balance and redemption history.
- **PRODUCTS:** This will show the products you have recently purchased. Sort by the rebate total to see your most rewarded items.



REDEMPTION DETAILS



Earning rewards has never been easier! As a Performance Elite Rewards member, you will receive your rewards in the form of a MasterCard gift card.

EVEN BETTER?

No action is needed to redeem your rewards.

AUTOMATIC REDEMPTIONS

Simply purchase eligible items, and within 24-72 hours, your rewards will automatically be added to your Meal Ticket reward dashboard.

Your balance will continue to grow until the next quarterly redemption cycle. Every quarter, if your balance is \$50.00 or more, we'll redeem your rewards for you. (For those with a balance under \$50.00, don't worry! Your rewards will continue to build on the reward dashboard until the next redemption cycle.)

ENJOY YOUR REWARDS

Once processed, your balance will be added to a MasterCard gift card and shipped to you, ready for you to use anywhere MasterCard is accepted. Reward cards with a value over \$1000.00 will be shipped through FedEx, and cards with a value under \$1,000.00 will be shipped through USPS. To update your shipping address please contact our team at PerformanceEliteRewards@pfgc.com.



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FAQs



WHO CAN I CONTACT WITH ANY PROGRAM ISSUES?

Please contact PerformanceEliteRewards@pfgc.com with any questions or issues.

WHEN WILL I START EARNING REWARDS?

You will begin earning rewards the date you are registered for the program by your sales representative. If you registered mid-month, your eligible purchases will earn rewards from the date of registration to the end of the same month.

WHAT FORM OF REWARDS WILL I BE RECEIVING?

All rewards will be in dollar form, and the reward allowance will be per case.

HOW CAN I DETERMINE WHICH ITEMS ARE ELIGIBLE FOR REWARDS?

All items on the Performance Elite Reward's eligible item list will be able to receive rewards. This list will be updated monthly to reflect any items being added or removed from the program. To verify the products you purchase are eligible, view the item list on [page 7](#).

HOW ARE REWARDS CALCULATED IF I OWN MULTIPLE LOCATIONS?

For owners with multiple locations, all rewards will be determined by each location's individual purchases. The rewards across multiple locations can be combined and paid out via one card upon request. To request, please contact your sales representative or email PerformanceEliteRewards@pfgc.com.

CAN I VIEW MY REWARDS PROGRESS THROUGHOUT THE MONTH?

Yes, you can view your reward progression on your Meal Ticket reward dashboard.

HOW DO I GET ACCESS TO THE MEAL TICKET REWARD DASHBOARD?

Your Performance Foodservice sales representative can help you access the dashboard by adding your email address to your account on mealticket.com. After this is added, you'll receive an email with instructions to set a password for the dashboard. Once completed, you'll be able to login and view which products are earning you rewards and your reward balance.

HOW OFTEN WILL I RECEIVE A REWARDS CARD?

How often you receive a reward card will depend on your reward balance. Each quarter, rewards are automatically redeemed for accounts with a balance of \$50.00 or more. For those with a balance under \$50.00, don't worry! Your rewards will continue to build on the reward dashboard until the next redemption cycle.

HOW DO I CHANGE MY SHIPPING ADDRESS FOR MY REDEEMED REWARD CARDS?

To change your shipping address please contact our team at PerformanceEliteRewards@pfgc.com

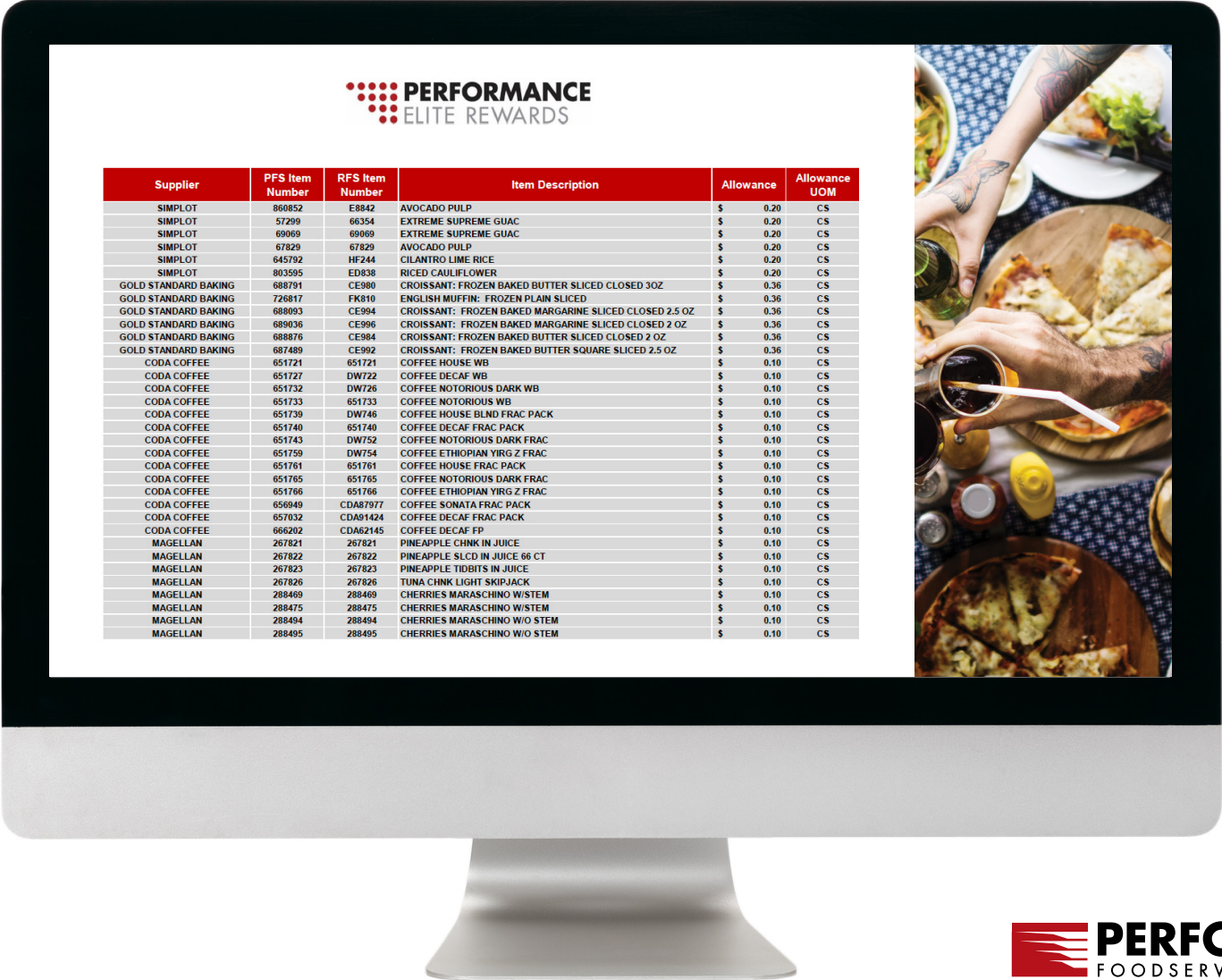


ITEM LIST



Check out a list of items at the link below.

PER ItemList



Supplier	PFS Item Number	RFS Item Number	Item Description	Allowance	Allowance UOM
SIMPLOT	860852	E8842	AVOCADO PULP	\$ 0.20	CS
SIMPLOT	57299	96354	EXTREME SUPREME GUAC	\$ 0.20	CS
SIMPLOT	69069	69069	EXTREME SUPREME GUAC	\$ 0.20	CS
SIMPLOT	67829	67829	AVOCADO PULP	\$ 0.20	CS
SIMPLOT	645792	HF244	CILANTRO LIME RICE	\$ 0.20	CS
SIMPLOT	803595	ED838	RICED CAULIFLOWER	\$ 0.20	CS
GOLD STANDARD BAKING	688791	CE980	CROISSANT: FROZEN BAKED BUTTER SLICED CLOSED 3OZ	\$ 0.36	CS
GOLD STANDARD BAKING	726817	FK810	ENGLISH MUFFIN: FROZEN PLAIN SLICED	\$ 0.36	CS
GOLD STANDARD BAKING	688093	CE994	CROISSANT: FROZEN BAKED MARGARINE SLICED CLOSED 2.5 OZ	\$ 0.36	CS
GOLD STANDARD BAKING	689036	CE996	CROISSANT: FROZEN BAKED MARGARINE SLICED CLOSED 2.5 OZ	\$ 0.36	CS
GOLD STANDARD BAKING	688876	CE984	CROISSANT: FROZEN BAKED BUTTER SLICED CLOSED 2 OZ	\$ 0.36	CS
GOLD STANDARD BAKING	687489	CE992	CROISSANT: FROZEN BAKED BUTTER SQUARE SLICED 2.5 OZ	\$ 0.36	CS
CODA COFFEE	651721	651721	COFFEE HOUSE WB	\$ 0.10	CS
CODA COFFEE	651727	DW722	COFFEE DECAF WB	\$ 0.10	CS
CODA COFFEE	651732	DW726	COFFEE NOTORIOUS DARK WB	\$ 0.10	CS
CODA COFFEE	651733	651733	COFFEE NOTORIOUS WB	\$ 0.10	CS
CODA COFFEE	651739	DW746	COFFEE HOUSE BLND FRAC PACK	\$ 0.10	CS
CODA COFFEE	651740	651740	COFFEE DECAF FRAC PACK	\$ 0.10	CS
CODA COFFEE	651743	DW752	COFFEE NOTORIOUS DARK FRAC	\$ 0.10	CS
CODA COFFEE	651759	DW754	COFFEE ETHIOPIAN YIRG Z FRAC	\$ 0.10	CS
CODA COFFEE	651761	651761	COFFEE HOUSE FRAC PACK	\$ 0.10	CS
CODA COFFEE	651765	651765	COFFEE NOTORIOUS DARK FRAC	\$ 0.10	CS
CODA COFFEE	651766	651766	COFFEE ETHIOPIAN YIRG Z FRAC	\$ 0.10	CS
CODA COFFEE	656649	CDAB7977	COFFEE SONATA FRAC PACK	\$ 0.10	CS
CODA COFFEE	657032	CDAB1424	COFFEE DECAF FRAC PACK	\$ 0.10	CS
CODA COFFEE	666202	CDAB2145	COFFEE DECAF FP	\$ 0.10	CS
MAGELLAN	267821	267821	PINEAPPLE CHNK IN JUICE	\$ 0.10	CS
MAGELLAN	267822	267822	PINEAPPLE SLCD IN JUICE 66 CT	\$ 0.10	CS
MAGELLAN	267823	267823	PINEAPPLE TIDBITS IN JUICE	\$ 0.10	CS
MAGELLAN	267826	267826	TUNA CHNK LIGHT SKIPJACK	\$ 0.10	CS
MAGELLAN	288469	288469	CHERRIES MARASCHINO W/STEM	\$ 0.10	CS
MAGELLAN	288475	288475	CHERRIES MARASCHINO W/STEM	\$ 0.10	CS
MAGELLAN	288494	288494	CHERRIES MARASCHINO W/O STEM	\$ 0.10	CS
MAGELLAN	288495	288495	CHERRIES MARASCHINO W/O STEM	\$ 0.10	CS

