



# Limited Time Offers

*Simplifying LTOs and promotions for multi-unit accounts.*



# Promotions pose *unique challenges* all along the supply chain

For manufacturers, distributors and multi-unit operators, few programs are as complex and challenging as limited time offers (LTOs) and promotions. Managing the many variables requires an intense dedication of time and resources among all supply chain partners.

## *Dot Foods understands the challenges of* **TIME-SENSITIVE PROMOTIONS:**

- Forecasting volume is difficult.
- Unpredictable demand contributes to problems of excessive inventory and obsolete risk.
- Manufacturer minimums may result in excessive inventory or costly sub-minimum shipments.
- Lengthy direct lead times make timely response to demand difficult.
- Timeframes are tight.
- Coordinating initial and replenishment orders across multiple distribution points is complex.
- Unpredictable distributor buying patterns contribute to the need for promotion micro-management.
- Sourcing to find products efficiently in the supply chain can be complicated.

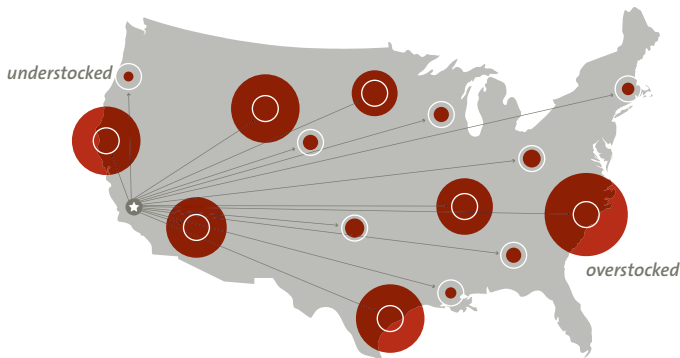


**FIND OUT HOW DOT CAN SIMPLIFY YOUR NEXT PROMOTION AND SUPPORT ITS SUCCESS!**

Contact one of our National Account Managers at 800.366.5666.

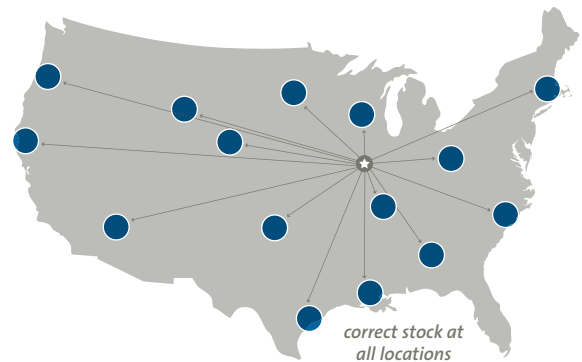
## MANUFACTURER SHIPS DIRECT

- Manufacturer minimum
- Direct lead time
- Inventory imbalance



## DOT FOODS

- No minimums
- Short lead time
- Inventory balance



## Dot makes your time-sensitive promotions **EASIER AND LESS COSTLY TO MANAGE.**

### **Weekly deliveries improve response to demand.**

If your LTO is a runaway success, you can't wait 2+ weeks for the next shipment from the manufacturer. Since Dot delivers weekly to 3,800 distributors nationwide, they can be restocked with just 2–4 days' lead time, so operators can respond quickly to any uptick in sales.

### **No individual product line minimums reduce obsolete risk.**

With Dot, distributors can purchase as little as one case of a specific product, reducing the risks associated with excessive inventory and the need for rush shipments. Plus, Dot's selection is the largest in the industry, with nearly 100,000 SKUs — so you can count on Dot for the product you need.

### **Dot is your partner from beginning to end.**

When you include Dot in your LTO plans early — at the same time you communicate your needs to the manufacturer — Dot can work with all parties along the supply chain to identify the best process for your

promotion. This proactive communication reduces complications and improves process management throughout the promotional period.

### **Plan for an efficient product rollout.**

Dot works in partnership with all parties in the supply chain to determine how much inventory should be brought in for your promotion upfront. We inventory the promotional product in our central hub that services the entire country, then roll out your product in the most expedient and cost-efficient ways possible.

### **Simplified sourcing.**

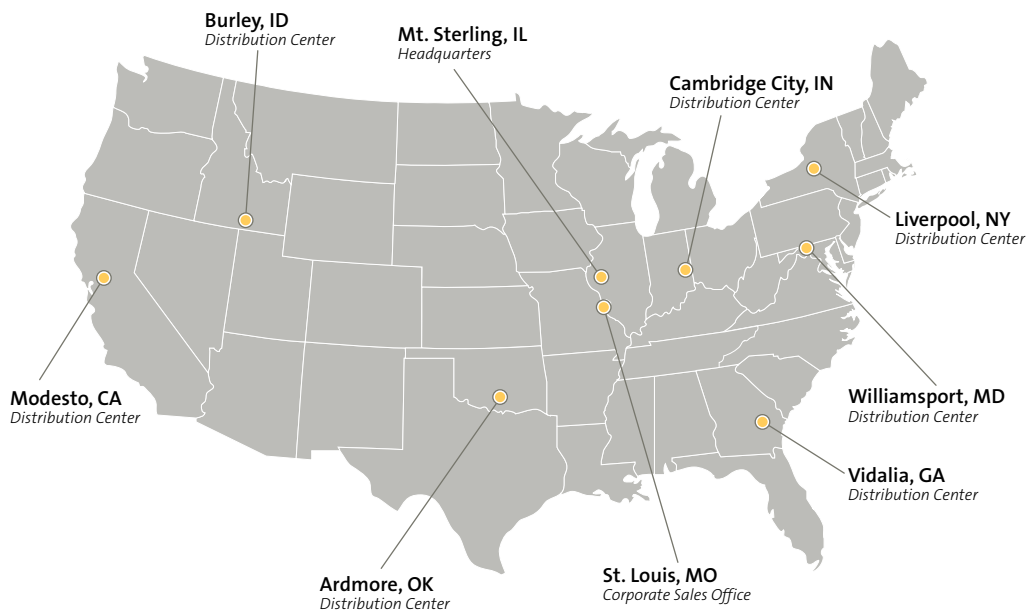
With over 600 manufacturers and nearly 100,000 items in our system, you can choose an item based on performance, quality and price, knowing that it is available to your distributors regardless of volume. In addition, you retain the ability to work directly with the manufacturer — Dot simply serves as the supply chain function for your low-volume DCs.

***Our Brand Promise: What does it mean for you?***

***We'll treat you the way we'd want to be treated.*** Dot is family owned and operated, and our values reflect that. We act with integrity and respect for our customers — not only as business partners, but as people.

***If there's a better way, we'll find it.*** Dot was first in food redistribution because our founder saw a need and filled it. We continue that pioneering spirit today, developing creative solutions that help our partners work smarter, faster, better.

***We're here to support your growth.*** We know that if we can simplify your business, increase your market share, or boost your profits, we've not only helped your business, we've helped ours. So we keep our focus on service to keep you coming back for more!



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