



Omaha Steaks

Prime Incentives

Radio Shack, Hyundai Motor America, Builder's Square, AT&T, Mutual of Omaha, Ocean Spray Cranberries. Can you name the incentive provider that these industry leaders share? If you said Omaha Steaks, you'd be right.

With more than 80 years in the foodservice business and more than 35 years in the incentive industry, Omaha Steaks has served some of the finest companies in the United States with specially designed programs and quality products that have earned the premium provider many kudos, not only from industry big shots but also more importantly, from the recipients themselves. That's why Mark Schmitt, senior vice president of Chicago area-based Greater Bay Capital has partnered with Omaha Steaks for more than six years.

"We are a bank and we provide financing," says Schmitt. "If a vendor or customer runs financing through us, we give them an order of steaks." Sounds simple, doesn't it? And the response is great. "When we first started the program, we thought we would just do it for a quarter. The response was so overwhelming that we've done it ever since. I've actually had people call and ask for a better interest rate, and when I tell them I can give them the rate but can't give them the steaks, they want the steaks! It's a tremendous program." But customer promotions are just the beginning of what Omaha Steaks has to offer in the premiums arena. Schmitt has used the products for employee holiday gifts and has utilized Omaha Steaks' versatile gift certificates as well.

If an incentive program is in the works, Omaha Steaks has got that covered, with two easy-to-manage point programs—Omaha Steak Bucks and Custom Gift Certificates—that will motivate and reward even the most discriminating palates. Each Omaha Steak Buck costs the client just \$10 and award-earners can then choose their reward directly from a catalog full of such quality food items as prime Midwestern beef and traditional spiral-cut ham, as well as

SPECIAL ADVERTISING SECTION



food-related products such as grills even ice cream makers. Gift Certificates offer clients a more prestigious reward program through which employees earn specific items or monetary certificates and can redeem them for select items in the award redemption catalog. Both programs work wonders for performance incentives or any program in which goal-oriented incremental award-earning is key. In fact, one major insurance company has been using the Steak Bucks for seven years to reward employee attendance, with more than 8,300 Steak Bucks redeemed.

Seamless custom programs and meticulous fulfillment are the priceless characteristics that come with Omaha Steaks' long experience in the incentive industry. Every award is delivered in a "mini deep freeze" constructed

1 OMAHA STEAK BUCK 1					
Accounting Company: D.S.S.	Account No.	Item No.	Customer P.O. No.	Program	Expiration Date
Name (Please Print)					
Address					
City		State		Zip	
Phone Area Code					
To guarantee delivery to home Steaks will post-approve a complete address and phone number.					
Description	Quantity	Unit Price of Item	Ship to arrive week of	Number of Steaks ordered	

of dry ice and a reusable insulated cooler, complete with a personalized gift card (if you choose) and the Omaha Steaks Good Life Guide and Cookbook. "That's one of the things I like best about the steaks," says Schmitt. "They come in this huge box that makes a real splash when they are delivered to an office." And if you know a recipient doesn't go for steaks, it's easy to order seafood and desserts instead. An easy-to-navigate Web site has earned rave reviews from customers, but don't expect to place your order there—at Omaha Steaks, you get to speak with a real person. Perhaps the most personal touch of all, however, is unconditional the guarantee of quality that is unmatched by any other premium provider: If an award recipient is not completely thrilled with his order, Omaha Steaks will cheerfully replace it at no cost. That's the kind of statement every company would like to make.

For More Information

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