



General Mills

Convenience
& Foodservice

Distributor Overview



Refer an Operator and receive \$100 for every recipe submitted!

+

NEW this year! If your operator wins, you win an additional **\$100!**

See details on page 6



[Link: 2019 Highlight Video!](#)

WE ARE GIVING AWAY \$100,000 TO INDEPENDENT RESTAURANTS AND FOOD TRUCKS!

Given the state of the restaurant industry, it's more important than ever to recognize and celebrate independent restaurants and the vital role they play in our communities. We have updated our contest this year, making it easier, more accessible and bigger than ever by giving away \$100,000 in cash. Twenty (20) restaurants across the U.S. will each win \$5,000 plus a marketing support package so they can continue bringing joy and comfort to those in their community.

How it works

Now in its 6th year, the annual Neighborhood to Nation Recipe Contest celebrates independent family or “neighborhood” restaurants and the one-of-a-kind dishes that reflect their local flavor.

This year we are asking operators to enter the contest by telling us their story and how their recipe is a part of that story and their community.

Entry & Judging:

- Select eligible product and enter name of recipe
- Upload an image of the recipe
- Share your story: Briefly share how you used our product in a creative way and what inspired you to create this recipe. This could be a takeout recipe you created that helped (or is helping) your business or a recipe that brings comfort, joy or other benefits to your patrons and community during this challenging time.
- Judging based on use of product, foodservice viability and recipe inspiration (story). Top entrants will be asked to submit their recipe details to be tested, validated and tasted by culinary judging panel.



Full contest details at:
NeighborhoodtoNation.com

What they win

Each of the 20 winners selected will receive \$5,000 in cash and a marketing package valued at \$5K:

- Ad in local newspaper
- Marketing and social media tools they can use to promote their restaurant in their community
- Promotion of their restaurant via PR, online and social media
- Professional photography of their recipe
- Recognition event at their restaurant in 2021

One of the 20 will be named a Grand Prize Winner, determined via our “People’s Choice” social media vote on Facebook in January.

- This GPW winner receives an additional \$5K to be donated to local food bank in their community, plus a VIP marketing package that includes the above plus a consult with our culinary team (menu evaluation, profitable takeout offerings and more). (value \$8K)

All entrants will receive some fun Doughboy “swag” just for submitting their recipe and story. In addition, they’ll receive marketing materials they can use to promote their restaurant’s participation in the contest.



What YOU Win

You can also win big when you help your operators enter and submit their recipe!

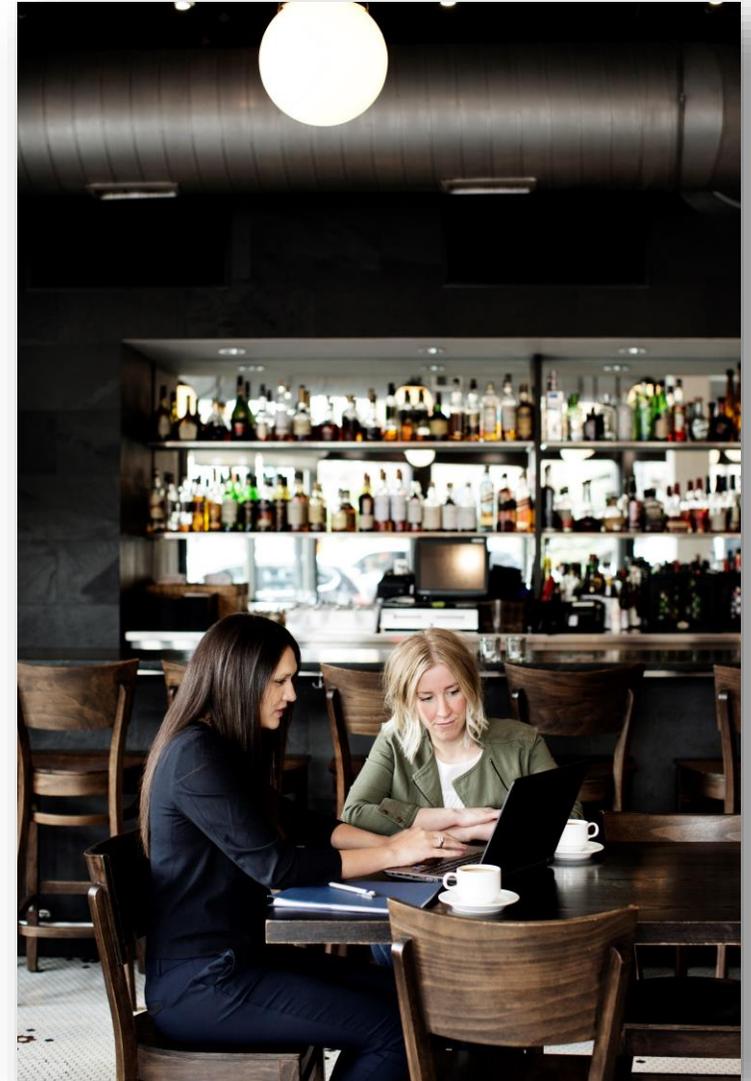
For every independent restaurant or food truck that a DSR refers to the contest that submits a valid recipe story and photo, they will receive \$100 (as a Visa gift card), up to \$500 maximum per DSR.

How it works:

- The Operator must enter the contest during the submission period, which is August 1 –September 30, 2020.
- The Operator must enter in their DSR's information (name, phone, email) on the entry form found at www.neighborhoodtonation.com
 - Help your operator by ensuring they have your contact information.
- Distributors will receive their gift cards after the recipes have been vetted and judging is complete to confirm the recipe is valid (January 2021).

NEW THIS YEAR: If your operator is one of the 20 winners, you will receive an additional \$100 gift card!

*up to \$500 max



Operator Testimonials:



General Mills has really helped our business grow. Our little cafe is booming! My Strawberry Almond Shortcake Roll is selling like CRAZY!! Literally hundreds of \$\$ per day in sales for just the cake!! We get orders for the whole cake on a daily basis!



33% increase in sales over last year!!! You all really helped us big time!



Thank y'all. It has been a blast. Thanks for all your hard work towards a life changing week. Stop in and eat if y'all are close by.



We're simply overwhelmed that we even placed and are grateful for the opportunity! Thank you for all that was done and for experience that's truly unforgettable!

It was such an honor being selected a regional winner and I really appreciate being chosen!



This contest provides me great creative outlet. I don't always get to showcase this in my restaurant



Distributor and Sales Testimonials



Supply and Demand

No event can make it to ACI conference every year. Beginning in fall 2019, ACI will offer a Conference On Demand option. "Attendees" will be able to watch selected recorded sessions from their favorite presenters at their convenience. See the exciting 2019 line-up including the iconic Jeremiah Tower, trailblazing entrepreneur Matthew Margas and the "Pat of Cakes" himself, Duff Goldman, to name a few.

Those who attend a conference in person will automatically receive an on-demand ticket which includes five bonus CEUs towards ACI certification. If you are not attending our conference and purchase an on-demand ticket, you will receive five CEUs after you complete the on-demand sessions.

Recipe for Success

Marking its fifth year, the Neighborhood to Nation Recipe Contest from General Mills Foodservice is bigger than ever—doubling the number of winners to give even more independent restaurants and food trucks the chance to win more than \$200,000 in cash and prizes. The restaurant recipe contest, which will officially accept entries from March 1 to April 30, calls for original recipes that use at least one item from General Mills' list of eligible products as a recipe ingredient.

The annual Neighborhood to Nation Recipe Contest gives restaurants and food trucks the opportunity to showcase their one-of-a-kind dishes and enjoy some time in the national spotlight. This year's competition will honor 10 Regional Recipe Winners, two from each region, who will each receive \$5,000 in cash and an additional \$1,000 to share with a local charity of their choice. General Mills will also travel to each regional winner's hometown to host a festive celebration event at their restaurant or food truck as a way to recognize them in their communities.

"We started this contest five years ago to recognize the hard work and passion that our favorite neighborhood restaurants put into their menu items—those signature dishes and familiar favorites that stand out and make a great source of hometown pride," says Alysa Judge, senior marketing manager for General Mills Foodservice, which partners with restaurants to provide back-of-house products, recipe inspiration and customer support. "We look forward to the creative spirit that our winners will bring to the 2019 New York City Wine & Food Festival."

The restaurant recipe contest, accepting entries from March 1 to April 30, calls for original recipes that use at least one item from General Mills' list of eligible products as a recipe ingredient. neighborhoodnation.com



Neighborhood to Nation Recipe Contest to Accept Entries in March

January 29, 2019 | Industry News

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My operator saw a boost in business which helps my sales. It's a simple bit of time and effort that can lead to a powerful result – Sysco MA

The Sysco Raleigh team all showed up at event and the marketing mg posted to their FB live. They were very engaged with the winner and I'll be leveraging them next year to partner – GMI CAS

The event was great for me because I was able to meet and work with a new USF rep that I previously did not know – GMI CAS

"This contest got us in with the Director of Commercial Sales for GFS. They were most impressed by the added attn the restaurant received" – GMI AE

We had great engagement. The fact that our guy in Iowa won was heavily promoted.– Martin Bros

"Getting a ringside seat makes me pleased to see how well the program was organized from start to finish. We at GFS need to do a better job of getting behind this program at the street level to see it continue with a continued emphasis on creativity, executability and profitability" – GFS Springfield



Team Sysco in Arkansas

"Daisy's Lunchbox has seen a dramatic lift in sales. At the Sysco Food show they were like celebrities in our booth. Other customers at the food show had seen the news articles and inquired about the contest. They wanted to know how they could participate in the future."

Marketing Materials Available



Eligible Products Listing



Facebook + Neighborhoodtonation.com



We're Giving Away \$100K to Independent Restaurants and Food Trucks!

Share your restaurant story and recipe using one of our eligible Foodservice products and you could win \$5,000 + marketing support. Twenty (20) independent restaurants/food trucks from across the U.S. will win.

Enter between August 1 and September 30, 2020



Recipe Book: Inspiration from previous winners



2019 Highlight Reel

New in 2020:



- New, easy entry process: Share your story!
- In addition to the \$5K, win a marketing package:
 - Ad in local newspaper
 - Marketing and social media tools to promote your restaurant
 - Promotion of your restaurant via PR, online and social media
 - Professional photography of your recipe
- Social Media Voting: Get your community involved and win the "People's Choice" award: an additional \$5K for a local foodbank in your area. Plus, marketing and menu support from our culinary team of experts
- Get Doughboy swag and marketing tools to promote your recipe just for entering! (limited to first 100 entries)

Contest Flyer

Contest Timeline



Contest entry window: August 1 – September 30, 2020

What is the incentive?

For every independent restaurant operator a DSR refers to the contest that submits a valid recipe, they will receive \$100 (as a Visa gift card), up to a \$500 maximum per DSR. In addition, if your operator is one of the 20 winners, you will receive an additional \$100 gift card, up to another \$500 maximum per DSR.

How do you confirm a DSR referred an Operator?

Operator must enter their DSR rep's contact information into the referral source on their entry form. We ask for a phone number and/or email address so that we may contact you to validate and mail out your gift card(s).

How and when will DSRs be paid out?

At the end of the contest, we will add up all the referrals for each DSR and mail a Visa gift card for that amount to them. DSRs will be paid out in January, 2021, after the recipe vetting and judging is complete to confirm the recipe submitted was valid.

What are tax implications and how are those managed?

You will be supplied a receipt (documentation) for tax purposes as listed as taxable income on your taxes to claim to the IRS. If you are awarded above \$600, we will file and process a 1099. Our agency partner (Arrowhead Promotion and Fulfillment) will work directly with you to assist you on this.

Is there a cap?

Yes, there is a maximum referral incentive amount per DSR of \$500 for referrals. There is an additional \$500 cap for the added bonus of your operator being one of the 20 winners.

FAQ's, continued



If an Operator submits two recipes, will the DSR get \$200?

No. The incentive is per Operator, not per recipe. Operators can only submit one recipe this year.

What if an Operator doesn't put the DSR as the referral source even though the DSR referred them? Or doesn't add their contact information?

If an Operator does not credit the DSR as how they heard about the contest, the DSR will still be eligible to receive the \$100 gift card. We will validate whether the operator did indeed submit a valid recipe and was referred by their distributor via phone or email.

You used to have a separate referral form for Distributors. Where is that?

To streamline contest processes (and enable us to award more restaurants), referrals will only be entered (captured) on the contest entry form. Ensure your operators has your contact information and adds you to the entry where it asks for their Distributor information.