

## **Anything4Restaurants.com (A4R) and Foodservice Rewards (FSR) Announce a Joint Marketing Alliance to Provide Additional Value for Foodservice Professionals**

*Strategic Relationship combines the #1 Product Search Engine and the #1 Rewards Program in Foodservice Industry to Offer Additional Benefit to all 3 Partners in the Foodservice Supply Chain*

Warwick, Rhode Island ([PRWEB](#)) January 08, 2013 -- [Anything4Restaurants.com](#) (A4R) is the fastest growing product search engine that works to connect Foodservice Operators with Manufacturers or Distributors. [Foodservice Rewards](#) (FSR) is the leading rewards program for product purchases. Both organizations intend to share information and provide links on their web sites to improve the experience for their customers. Foodservice Buyers will receive immediate value in seeing which Suppliers and products offer redeemable FSR points with purchase among the [Foodservice products and services](#) they find first with A4R. Both A4R and FSR are free for Foodservice Operators to join and use, there is no purchase required, and now through these new combined services, Operators are rewarded for what they are already doing – buying [quality products](#) from quality brands. Suppliers and Distributors will receive additional brand and product awareness through the cross promotion of A4R and FSR that will lead to additional traffic to their products. By combining the rewards program through FSR to A4R listings at the product level, an incentive is added for Foodservice Operators for purchasing. “Those Suppliers that do offer FSR points will become more sought out by Foodservice Buyers using A4R, as they realize the additional benefits of choosing these products over others not associated with FSR,” said Paul Meunier, President of A4R. Martha Malley, Director of Marketing at Foodservice Rewards states, “We believe the thousands of Foodservice Buyers enrolled in Foodservice Rewards will value the added ‘visibility’ to participating products to earn points. It will also create awareness of the program benefits to those buyers who are not aware they can earn reward points from so many quality branded products.” She continues, “This partnership with A4R will allow [Foodservice Suppliers](#) participating in FSR to effectively reach more customers and influence their buying decisions.” Additionally, this joint marketing alliance drives awareness and traffic for both A4R and FSR, providing greater value to Foodservice product purchasing. King & Prince, Pierce Chicken, and Perdue are among the initial A4R Suppliers associated with FSR. Keep an eye open on your A4R searches, as Foodservice Operators will soon be able to see the Suppliers status with FSR on the A4R product pages and the rewards they will be able to receive with purchasing.

About Anything4Restaurants.com (A4R) |

Anything4Restaurants.com is the fastest growing online source for product information and trading partner connectivity in the Foodservice and Jan-San Industries. The A4R Library provides a comprehensive source of product information and is powered by SpecPage, a recognized leader in content creation and trading partner connections. The A4R solution creates an efficient business flow between Suppliers, Distributors, and Buyers. With easy to browse product categories and an internal search engine, A4R helps Foodservice professionals avoid irrelevant search results and to find products fast. For more information, please visit [Anything4Restaurants.com](#).

About Foodservice Rewards (FSR) |

Foodservice Rewards is the industry’s largest online loyalty rewards program that rewards foodservice



operators with points for purchasing quality products from over 200 leading foodservice brands. Cases of product from the program manufactures will have a yellow Reward Code label on the packaging. Operators simply need to peel and enter the 12-digit codes online to earn points. Points can be redeemed toward an exclusive menu of over 250,000 quality merchandise items that can be used for business, employee, and personal rewards. It's free to join and easy to participate. Foodservice Rewards codes can be found on a broad selection of products. All segments of foodservice are eligible. Buy Brands. Earn Points. Get Rewards. Enroll for free at [www.foodservicerewards.com](http://www.foodservicerewards.com)



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