



# Voortman

## Operating a Distributorship



*At Voortman, we have been producing quality cookies since 1951, and continue to lead the industry with innovative products and ideas. In 2004, we were the first major cookie company to remove Trans Fats from all of our products, without compromising on taste. We have always brought our products to market through our self-employed distribution network of men and women which now totals over 500 independent distributors throughout North America. Our team of distributors operate within their own geographical territories, where “the sky is the limit” in terms of sales opportunities! Voortman distributors enjoy the freedom of being self-employed while selling and delivering quality cookies to retail stores throughout their territory.*

# What Does Voortman Cookies Offer?



- **Opportunity.**
- **Extensive product line.**
- **Free delivery to your warehouse.**
- **4 & 8 week settlement programs.**  
Allows you to sell the cookies before you have to pay for them.
- **Promotions to drive sales and build brands.**
- **Displays and Racks at reduced costs.**  
Cardboard easels and Dump bins.  
Cookie Huts.  
Wood Racks.  
Tub Towers.  
Clip Strips.
- **Established Customers.**
- **National Accounts:**  
Wal-Mart.  
Target.  
Kroger.  
Publix.

**SUGAR  
FREE!**



# What Do You Need?

## **Drive, Determination and Initiative**

To grow your distributorship.

To grow your income.

To grow your future.



## **A Focus on Selling:**

Displays to support promotions and new items.

Racks and shelf space to:

- Build brands

- Increase market share

- Obtain new accounts



## **Ability to follow established route accounting procedures:**

- Handheld Computer sales tickets

- Handheld Computer T-Com requirements

- Promotion adjustments on select accounts

- Credit request requirements

- Four week settlement requirements

## **Ability to manage inventory to maximize sales:**

### **Store Inventory**

- Ample product for displays

- Full distribution of fresh product in assigned space

- Adhere to account specific plan-o-grams for key accounts.

### **Warehouse Inventory**

Ample product to support :

- Displays

- Shelf stock

Maintain product freshness codes to insure limited stale issues:

- Proper ordering and order logs

- Rotation of warehouse inventory (FIFO: First In First Out)



**Delivery Vehicle:**

White truck or trailer.

Company Logos on vehicle.

**Warehouse Storage:**

Capacity of 1,000 to 1,500 cases of product

A mini warehouse at a local storage unit is acceptable.

Must be accessible by a 53 foot transport delivery trailer.

**Good Credit:**

As a distributor you will be receiving product from the Bakery every two weeks. In that you will not have to pay for the product upon delivery, the company will trust you with settling up every four weeks.

Three recent work related references:

Two references must be supervisory and one must be work related.

References must be accessible to give references.

Process will not move forward until all three references have been contacted.



Voortman has an extensive network of field level management to support you in the development and continued growth of your business.

Your District Manager is there to provide on the job training with you during your first 2 weeks of becoming a new Voortman distributor and will continue to support you throughout your career.

Voortman Cookies are promoted throughout the year at major chains in an effort to further increase sales volume.



There are several other areas in which Voortman Cookies support their network of independent distributors. They include:

- Sales contests throughout the year.
- Account managers assigned to National Accounts.
- District and Region meetings to introduce new items and promotion campaigns.
- Truck Decal Program to promote our brand on the road.
- Access to discounted Voortman logo clothing.
- Annual Sales Award Recognition Banquet.
- Referral program where a current Voortman distributor will earn \$500 cash for referring another candidate to become a new Voortman distributor. Details available through your District Manager



*When Richard Rankin, a distributor since 2006, was looking to make a change, he went to speak to someone who knew the Voortman system well. He contacted a neighboring Voortman distributor who spoke highly of Voortman Cookies. This helped Richard make an easy decision about what he wanted to do. When asked what he loves about now being a Voortman Distributor, Richard replies, "I really love the independence. As long as I am doing my job, no one bothers me. And yet my managers are always there to help me when I need it". Richard's success is especially evident with our two biggest promotions of the year. Richard is in the top 50 in the country for Christmas sales as well as in the top 10 for our fantastic "Let the Bricks Fly" promotion!*

Healthier  
Choice!

Dark Chocolate  
**OMEGA 3**  
FLAX SEED

Introducing an innovative Healthier Choice Cookie that will reach consumers who are looking to make healthier lifestyle choices, and who are still looking for great taste. To help reach this valuable and discerning consumer, Voortman has combined the healthful benefits of 70% Pure Cocoa Dark Chocolate with the healthful benefits of Omega 3 Flax Seed and have created one delicious cookie - Dark Chocolate Omega 3 Flax Seed!

Voortman is the Healthier Choice for consumers who are looking to make healthier lifestyle choices and Voortman is also the Healthier Choice for your cookie category growth!

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Voortman



Please submit your resume to:  
[mycareer@voortman.com](mailto:mycareer@voortman.com)



Voortman

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