

# FOH May-o Promotion 2025

Excludes Tier 1, CCC, eComm



## Broadline Program Details

- **PROMO**
  - \$2 off Distributor (Sell-In)
  - \$8 off Operator (Sell-Out)
- **TIMING**
  - Promo runs May 1- 31, 2025
  - Product must be received by May 31, 2025
- **REQUIREMENTS**
  - Digital Advertising of the Deal
  - Distributors to grow +50% on participating items vs YA to qualify
  - Operators, regardless of Distributor activity, will receive the discount as advertised
- **PAYMENT**
  - Operator proof of purchase required for payment
  - Distributor rebate paid via deduction after Financial review following the close of the promotion
  - Payment issued within 45 days post the close of the promo

## Digital Assets Available

### Banner Ads & Email Headers

Can also be customized\*



[Working files\\_Distributors can edit here](#)

Product Description	GTIN
BEST FOODS MAYONNAISE 210 0.38 OZ	10048001351667
BEST FOODS LIGHT MAYONNAISE PC 210 3/8Z	10048001370439
BEST FOODS REAL MAYO SQUEEZE 12 PIECE 20 OZ.	10048001357539
BEST FOODS REAL MAYONNAISE SQUEEZEZ 12 11.5 Z	10048001370507
BEST FOODS SPICY MAYO SQUEEZE 12 PIECE 11.5 OZ.	10048001015972
BEST FOODS MAYO CHILI LIME TAJIN 8 PIECE 11.5 OZ.	10048001016429
BEST FOODS CHIPOTLE SQUEEZE 8 PIECE 11.5 OZ.	10048001016405
BEST FOODS GARLIC AIOLI 12 PIECE 11.5 OZ.	10048001015989

\*Please allow 1 week turnaround

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- **APPLICABLE FOR ALL DISTRIBUTORS AND OPERATORS?**
  - No exclusions
- **WHAT COUNTS AS PROOF OF PURCHASE?**
  - Invoice with customer name, products purchased, volume
- **50% GROWTH FOR PARTICIPATING SKUS OR TOTAL UFS?**
  - 50% growth on participating SKUs
- **IS THERE A CAP?**
  - No