



## **Cooking Up Some Tasty Sales**

Lincoln Foodservice is the leading manufacturer of commercial and institutional foodservice equipment and supplies. Our relationship with Lincoln began in the 1980s, as a preferred provider of marketing services such as collateral materials, new product introductions and print advertising. Recently, management's more aggressive approach to marketing has allowed us to implement several new product introduction campaigns, as well as the "Wear-Ever or What-Ever" brand building campaign.

A recent commercial Fry Pan introduction prompted a foodservice representative to say that the marketing materials used in the product launch were the best in the industry. Our success with the Fry Pan launch has allowed us to assist on other product lines, from prep equipment and dinnerware to commercial ovens.

*So, next time you're looking for unique creative to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.*

**Creative Marketing Services, Inc.**

**P > 888.681.8600**

**F > 888.681.8601**

[john@mysalespromotion.com](mailto:john@mysalespromotion.com)

[www.mysalespromotion.com](http://www.mysalespromotion.com)