



TRADITION

WE CALL IT HERITAGE, BUT YOU COULD ALSO CALL IT TRADITION. SINCE 1893 BEST YET® HAS WORKED CONTINUOUSLY TO EARN ITS REPUTATION AS A BRAND OF DEPENDABLE PRODUCTS.

TODAY'S STORE BRAND CONSUMER IS AN EDUCATED AND DISCIPLINED SHOPPER. THEIR OBJECTIVE IS TO PURCHASE HIGH QUALITY PRODUCTS WITH THE BEST POSSIBLE VALUE, AT A SAVINGS OVER THE NATIONAL BRAND EQUIVALENT.

THEY RECOGNIZE THAT STORE BRANDS CAN MEET THEIR REQUIREMENTS AND BEST YET® IS A BRAND THAT HAS BEEN ADDRESSING THESE NEEDS FOR OVER 125 YEARS!

**Trusted by consumers
since 1893, delivering
uncompromising
Quality and Value.**

DISTRIBUTED BY:



C&S WHOLESALE GROCERS, INC.
7 CORPORATE DRIVE
KEENE, NH 03431
PHONE: (603) 354-7000
FAX: (603) 354-4890
CORPORATE BRANDS



**DOUBLE YOUR
MONEY BACK
GUARANTEE!**



**BEST QUALITY,
SELECTION & PRICE**

THE GUARANTEE

EACH BEST YET® PRODUCT LABEL HAS THE “DOUBLE YOUR MONEY BACK GUARANTEE” SEAL.

YOU ARE ENCOURAGED TO USE THE “DOUBLE YOUR MONEY BACK GUARANTEE” IN ALL OF YOUR ADVERTISING TO MAKE YOUR CUSTOMERS EVEN MORE AWARE OF OUR PREMIUM QUALITY AND QUALITY ASSURANCE PROGRAMS.

THE MESSAGE TO YOUR CUSTOMERS IS:

“IF FOR ANY REASON YOU ARE NOT COMPLETELY SATISFIED WITH THIS BEST YET® PRODUCT, PLEASE RETAIN THE PACKAGE AND CONTACT US. WE WILL CHEERFULLY REFUND DOUBLE THE AMOUNT YOU PAID FOR IT.”

THE TOLL-FREE NUMBER:

1-888-MY-BEST-1 (1-888-692-3781) IS LISTED ON THE BEST YET® LABELS FOR THE CUSTOMER'S QUESTIONS, COMMENTS OR TO FULFILL THE “DOUBLE YOUR MONEY BACK GUARANTEE”.



GUARANTEE

If for any reason you are not completely satisfied with this Best Yet product, please retain the package and contact us. We will cheerfully refund double the amount you paid for it.

CUSTOMER SERVICE

IF A CONSUMER MENTIONS A CONCERN, SUGGESTION OR COMPLAINT TO YOU ABOUT A BEST YET® PRODUCT, POLITELY POINT OUT:

1. THERE IS A TOLL-FREE NUMBER TO CALL: **1-888-MY-BEST-1 (1-888-692-3781)**. THE TOLL-FREE NUMBER IS LOCATED ON THE PACKAGE OF ALL BEST YET® PRODUCTS.
2. COURTEOUS SERVICE REPRESENTATIVES WILL GLADLY RESPOND TO THEIR COMMENTS, SUGGESTIONS OR NEEDS AND PROVIDE A REFUND IF REQUESTED.
3. INFORM THE CONSUMER THAT A REFUND WILL REQUIRE 7 TO 10 BUSINESS DAYS FOR DELIVERY.

WHEN A CONSUMER EXPRESSES A LEVEL OF IRRITATION WHERE THE SUGGESTION OF CALLING THE TOLL-FREE NUMBER COULD CREATE MORE FRUSTRATION, YOU SHOULD:

1. EXPRESS YOUR CONCERN FOR THEM AND GIVE THEM A “DOUBLE YOUR MONEY BACK” REFUND.
2. CONTACT C&S CORPORATE BRANDS DEPARTMENT WHO WILL REIMBURSE YOU FOR THE FULL AMOUNT THAT YOU REFUNDED TO THE CONSUMER.

SHOULD A SERIOUS COMPLAINT ARISE (SUCH AS A SITUATION THAT RESULTED IN ILLNESS, HARM OR DAMAGE) PLEASE ACT IMMEDIATELY BY:

1. PROVIDING THE “DOUBLE YOUR MONEY BACK” REFUND TO THE CONSUMER PROMPTLY.
2. CONTACTING C&S CUSTOMER SERVICE AT 1-888-692-3781.

