

Premier Collections

TRAINING MANUAL



HISTORICAL CONTEXT

The Great Recession of 2008 and 2009 profoundly impacted the hospitality industry, leading guests to reduce their spending. In response, operators sought innovative ways to maintain exceptional guest experiences while simultaneously cutting costs. During this challenging period, RW Smith collaborated with Steelite and the ABC Buying Group to create and import products under our own brand. This strategic partnership enabled operators to access quality products at prices that were 20% lower, while minimizing service disruptions caused by stock shortages or product discontinuations.

For TriMark, this approach enhanced customer service by allowing us to control sales processes, increase margins, and effectively manage costs, resulting in higher commission revenues. Today, our Premier Collections continue to offer distinctive tabletop pieces tailored to meet the diverse needs of our customers. This line positions us as trusted advisors and strengthens our relationships, providing best-in-class solutions for our customers.



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INTRODUCTION

Welcome to the TriMark Premier Collections Training Manual! This guide is your go-to resource for understanding and sharing our exclusive range of tabletop products, designed to enhance dining experiences and help our customers stand out.

WHAT TO EXPECT FROM PREMIER COLLECTIONS

Our Premier Collections boast a diverse selection of tabletop items, including porcelain, bone china, stoneware, and melamine. Each product is thoughtfully curated to meet the dynamic needs of the foodservice industry, empowering you to offer customized solutions that foster enduring partnerships with your clients.

BUILDING LASTING RELATIONSHIPS

With Premier Collections, you're not just selling products; you're cultivating relationships and creating ongoing revenue streams. Hotels and restaurants regularly refresh their tabletops, often replacing 10% to 30% of their inventory each year. By recommending our collections, you position yourself as a trusted advisor, offering quality products that keep customers coming back.

THE BENEFITS OF OUR PRIVATE LABEL PROGRAM

TriMark's Private Label program was developed to provide exceptional value.

By managing our product lines, we can offer:

- **Competitive pricing**
- **Reliable inventory**
- **Fewer discontinued items**

WHAT MAKES OUR PROGRAM UNIQUE

- **Increased Commissions and Margins:** Better pricing translates to enhanced earnings.
- **Strong Vendor Partnerships:** Ongoing collaboration ensures top-quality standards.
- **Robust Product Support:** Reliable warranties and assistance boost customer satisfaction.

Let's embark on this journey together and elevate every tabletop with TriMark's Premier Collections!

YOUR ROLE:

BE A TRUSTED ADVISOR

You are more than a salesperson; you are a trusted advisor who helps clients craft memorable dining experiences. As you explore this manual, you'll discover strategies, insights, and tools to effectively present our products, address concerns, and close deals with confidence.

Elevate Every
Tabletop



Venu Signature

THE BASICS OF A PLATE



THE OUTER-EDGE OF THE RIM

Edges can be **thin**, **thick** or **rolled**. While the thinner edge gives a more elegant feel, the rolled-edge style is more resistant to chipping.

Customers usually take the edge style into account when choosing their china product, depending on use.

THE RIM-FLAT ON THE OUTER EDGE

A plate can either have a **narrow rim**, a **wide rim** or **no rim** (referred to as a coupe).

Customers can customize the rim size based on their preference of shapes and patterns.

THE WELL-AREA OF THE PLATE

The size of the well can be very important to customers because this is where the food is plated. **Larger wells** give the chef more room to plate their dishes while **smaller wells** can create an illusion that food portions are larger.

When food costs are on the rise, customers may want to look for plates with smaller well options to help reduce food costs.

PLACE SETTINGS

The 5-piece place setting applies to casual settings such as banquets or buffets, and can also be used at high-end restaurants that serve multiple courses. Restaurants will often choose place setting pieces of a variety of shapes and styles to best match their menu items.

THE 5-PIECE PLACE SETTING CONSISTS OF THE FOLLOWING ITEMS:

Dinner Plate - 10" to 12" dia.

Salad Plate - 7½" to 9" dia.

B&B Plate (Bread and Butter) - 6" to 7½" dia.

Coffee Cup - many times a stacking cup is preferred in banquet applications

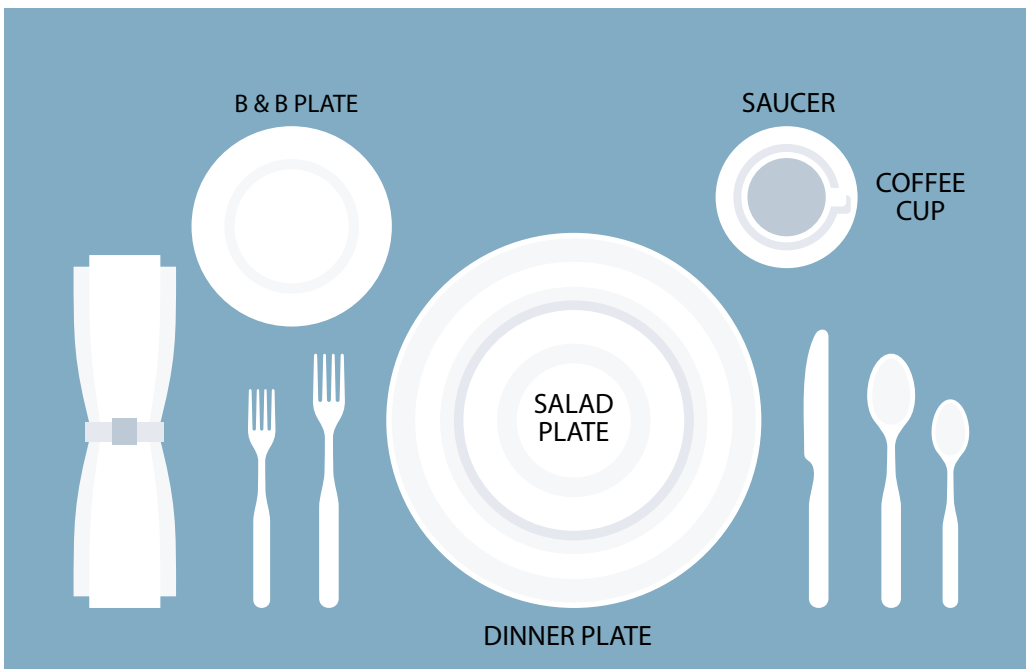
Saucer - to accompany the coffee cup



Alternate Setting Examples:

- A signature B&B or shared plate that is pre-set at the table
- A larger rimmed soup bowl instead of a stacking soup cup
- A unique mug for coffee service instead of a traditional cup and saucer
- A specific style of plate that only serves the Chef's signature item

Restaurants play with shapes and styles to create the perfect atmosphere, theme, and emotional connection



SCAN
For Premier
Collections
Tableware

PORCELAIN & BONE CHINA

Many people are uncertain as to the difference between china and porcelain. Fundamentally, the two terms describe the same product: “china” is derived from its country of origin and “porcelain” means “seashell” in Latin (reflective of its white and lustrous characteristics).

PORCELAIN

PRIMARY CHARACTERISTICS

Porcelain is a white, hard, and non-porous pottery, made of very specific types of materials including a combination of feldspar, quartz, and kaolin. These materials are fired in a kiln at high temperatures, resulting in a hardness level that is superior to bone china.

Typically, porcelain is less expensive than bone china because the materials used can contribute to a brittle composition which can ultimately lead to chipping. Moreover, porcelain can be significantly heavier than bone china because of the ingredients used to make the clay.

The thicker the composition of porcelain is, the higher the required temperature for firing (averaging 2,650°F or 1,455°C).

The whiteness in color ranges from ivory to blue-gray to bright white.

Porcelain can be significantly heavier than bone china because of the ingredients used to make the clay

BONE CHINA

PRIMARY CHARACTERISTICS

Bone china is set apart from all other ceramic products by its unique translucency and finessed composition.

Bone china is comprised of kaolin, feldspar, quartz, and a distinct ingredient—bone ash. Bone ash is derived from oxen or cattle bone, providing great durability and the highest chip-resistance of all ceramics. However, some vegetarians and vegans avoid using bone china because of the use of bone in the clay mixture.

The quality of a finished product is determined by the amount of bone ash integrated. High-quality bone china should contain a minimum of 30% bone ash and may include as much as 40–50%. Venu bone china contains 48% bone ash, making it a top choice for operators.

The ox bone allows for more lively patterns and a wider range of colors. Bone china white has a more opaque appearance and a warmer tone while porcelain white is often brighter (described as “Snow White”).

Thin-walled bone china pieces are more durable than porcelain while maintaining a more delicate, upscale appearance. The elegant design, lighter weight, body composition, and the additional manufactured process ultimately give bone china a higher value than porcelain.



Venu Bone China



Vista Alegre Mar Hotel



Ariane Selas Crème



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Catalog

**venu bone china
contains 48% bone ash**

High-quality bone china should contain *a minimum of 30%* bone ash

Venu
Bone China

PRODUCTION PROCESS

1. MIXING ALL

After the raw materials have been selected, they are crushed through a multi-step process. Next, they are passed through a series of filters to remove any over or under-sized particles. Finally, water is added to produce the desired consistency of the clay for it to be formed.

2. FORMING

The mixture can be formed into various shapes. Forming is commonly achieved by pouring the mixture into one or two-part plaster molds to stabilize the form of what will be the finished product.

The blend remains in the mold until it dries. After that, it gets removed from the mold and gently sponged with water to eliminate any scratches from the surface. The piece is now referred to as a “greenware” and is ready for firing.

3. FIRST FIRING

Greenware is placed into the kiln and fired at a lower temperature than porcelain.

It is crucial to differentiate if greenware is porcelain or bone china before firing because they require very different temperatures. With bone china, greenwares are typically placed into a kiln and fired at approximately 2,200°F (1,260°C). The high temperature allows the finished product to be a lot more durable, bright, and translucent.

After the first firing process is complete, the product is now referred to as “biscuit.”

4. GLAZING

Glazing is applied to the biscuit by a spraying or dipping process to fill the pores with a glass-like coating, which will ultimately result in a smooth, glassy surface.

5. SECOND FIRING

After glazing, the biscuit returns to the kiln to undergo the second firing process, which is referred to as “glost.”

The temperature during this phase is always lower than the first firing session.

The glaze melts and fuses into the biscuit, hardening the body and making it impermeable to liquid. All products coming out of the kiln after glost are carefully inspected and discarded if they display imperfections.

6. DECORATING

Decoration, which occurs after glost, is a creative way to add a custom look to a tabletop.

Decoration occurs by the following methods:

- Spraying
- Decal transfer
- Gold finishing
- Hand painting

Once the decoration is applied, the piece gets fired again for the glaze coating to fuse into it.



KAOLIN

A strong, hard and white burning clay composed of alumina and silica that is derived from volcanic rock.



FELDSPAR

A mineral that contains silicates of aluminum found in granite rock. Feldspar is at an earlier state of decomposition than kaolin, making it softer and prompting plasticity when added to the porcelain mixture.



BONE ASH

Enhances strength and whiteness, giving the finished product a translucent quality that can be best observed when held up to the light.

KEY ELEMENTS FOR OPERATIONAL USE

PREVENT CRACKING AND BREAKAGE

- Avoid drastic changes in temperature, as these can shock and weaken your dinnerware.
- Take caution when serving entrées on plates that are not of similar temperature.
- Train staff to use slightly chilled plates to serve cold food or warm plates to serve hot entrées.
- Encourage your team to carry less dinnerware in bus trays.
- Maintain shorter stacks of dishes in storage and at the dishwashing stations.
- Promote manageable loads to be moved.
- Avoid transporting dinnerware and flatware in the same bus box or compartment.
- Prevent scratches from metal flatware by utilizing dedicated bus trays.



Vista Alegre Utopia



Josephine

Allowing dinnerware to knock against each other increases the likelihood of chips and cracks

CLEANING BEST PRACTICES

HOW TO REMOVE LEFTOVERS FROM SOILED PLATES

- Use a gentle sponge or scraper, rubber is preferred.
- Do not soak dinnerware in a pre-rinse solution for more than a few minutes as overexposure can compromise glazes and lead to chipping.

HOW TO MAINTAIN OPTIMAL APPEARANCE

- Dry china and porcelain dinnerware immediately after washing to avoid water spots.
- Prevent stacked dishes from sticking by ensuring no water or soap residue remain before storing.

Drastic changes in temperature can shock and weaken your dinnerware



SCAN
For Premier
Collections
Catalog

TABLEWARE

VENU

Venu is Premier Collections' luxury line of bone china that combines an elegant appearance with a superior strength. These products are unique in their design and craftsmanship. It is composed of 48% bone ash (the highest in the industry).

Additionally, Venu bone china weighs 33% lighter than porcelain dinnerware. This durable line is dishwasher safe as well as chip, scratch, and thermal shock-resistant. Venu appeals to chefs seeking an upscale culinary presentation, and has been a popular choice in both restaurant and banquet settings.

Bone China: This elegant dinnerware highlights today's modern luxury, durability, and beauty.

Signature: Made from fully vitrified porcelain, Signature features an artistic embossment complemented by uniquely shaped bowls and cups. This elegant dinnerware works well in restaurants looking for a refined tabletop concept.

■ 5-year Chip Warranty on Flat Plates

Venu: unmatched in versatility from restaurants to banquet settings

VISTA ALEGRE

Within the Vista Alegre fine porcelain collection, you will find five exquisite lines, each with its own distinctive character. All Vista Alegre lines are composed of superior porcelain that prevents thermal impact, is chemical-resistant, and both microwave and dishwasher safe.

Spirit Hotel: A subtle, distinctive texture of delicate curved lines to add a whimsical touch.

Perla: A dainty, pearl-textured rim for an understated sophisticated look.

Utopia: A texture inspired by Japanese origami, which adds a unique flair to tablescapes.

Mar Hotel: A textured rim of oceanic waves and seashell patterns, perfect for coastal-inspired cuisine.

Specialty Items: An elegantly-designed, eye-catching line, ideal for showcasing creative culinary presentations. These stunning and dramatic specialty pieces are featured in Michelin-starred and James Beard award-winning restaurants.

Bakeware: Porcelain ovenware is available in a variety of shapes and sizes. These items are priced competitively and enhance the presentation of any table.

■ No Chip Warranty on Vista Alegre



Venu Bone China



Vista Alegre Perla



Venu Signature



Vista Alegre Specialty



Vista Alegre Bakeware



Vista Alegre Spirit Hotel

TABLETOP BASICS



Venu Signature



Vista Alegre Utopia



Vista Alegre Mar Hotel

TABLEWARE (cont.)

ARIANE

A porcelain product line inspired by the hand-thrown style of pottery design studios. It combines the look of a handcrafted product with the strength, consistency, and durability of commercial dinnerware.

Oxide: The Oxide Collection displays subtle texture and color with exceptional style and soft organic shapes. Impeccably designed and crafted, the collection features unevenly spread oxide spots giving it a truly modern artistic look. Oxide is available in two colors: Textured Fly Ash and Textured Pearl White.

■ 5-year Chip Warranty on Round Plates

Alain: The polished white porcelain provides chefs with the right shapes to craft a striking presentation. This collection is chip, thermal shock, and scratch-resistant. Microwave and dishwasher safe.

■ 5-year Chip Warranty on Flat Plates

Artisan: The Artisan Collection is all about the play of color and texture. It is about building a table design that is modern and fresh while being inspired by handcrafted designs that embody the shapes and glazes from hand thrown pottery. Whether mixing and matching or adding a pop of color, Artisan offers 10 colors to suit a variety of establishments and themes.

■ 5-year Chip Warranty on Round Coupe Plates, Saucers, and Wide Rim Bowl

Porous: The Porous Collection features unique reactive glazing, which gives each piece a one-of-a-kind look. This versatile line (available in four colors) is a perfect choice for serving delicious delicacies, and will add personality to casual and upscale tabletops alike.

■ 5-year Chip Warranty on Flat Plates and Coupe Plate

Artisan Selas: Style any table with the unique Artisan Selas stackable plates. Their perfect flat finish and versatile use makes Selas plates suitable for both elegant and minimalistic tablescapes. Artisan Selas plates are available in 8 colors.

■ No Chip Warranty on Artisan Selas



Ariane Porous



Ariane Alain

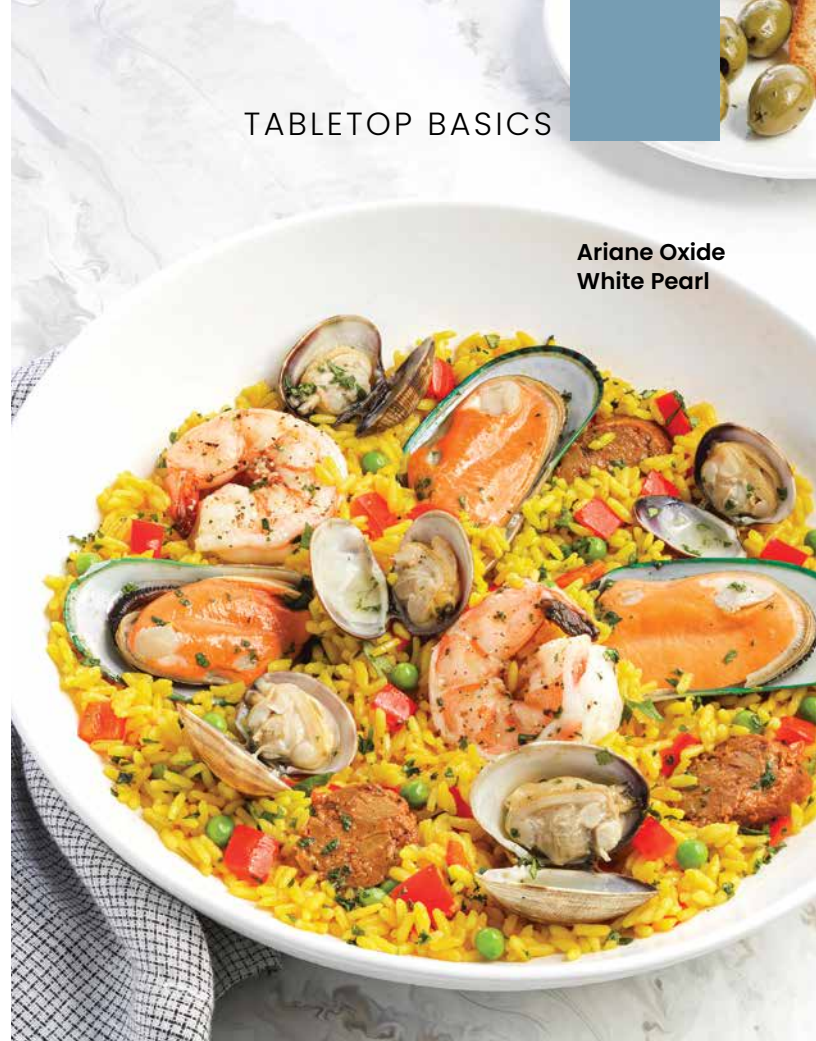
Ariane Artisan Midnight





Ariane Artisan

TABLETOP BASICS



Ariane Oxide
White Pearl



Ariane Artisan
Selas Crème



Ariane Oxide
Fly Ash

TABLEWARE (cont.)

TRIA

Tria is the first line introduced into the Premier Collections, now licensed and distributed worldwide! Tria is a top-quality porcelain known for durability and versatility, and is popular in both restaurant and banquet settings.

Neo Plus: Neo Plus is a concept for casual dining, offering fun, contemporary plates and bowls, including square options. Neo Plus offers various alternative items for customers by mixing and matching individualistic tastes and styles.

Simple Plus: Simple Plus is a concept for any occasion, with traditionally-sized plates available in round, square, and oval shapes, with and without rims. Simple Plus is functional, classic tableware that fits the style of any establishment.

Wish: Featuring the soft embossed design on the wide rim, Wish brings a sophisticated atmosphere to the dining table. The pieces are a blank stage, directing eyes to culinary creations. Wish offers rimmed plates in both a traditional rim and a wide rim option. Other tableware items are also available in the line.

Novau: Novau features mesmerizing linework throughout the rims of plates and the bases of bowls and cups. This a versatile line fitting for any dining concept. Novau is made from porcelain, and is microwave, dishwasher, and oven safe up to 425°F.

■ 3-year Chip Warranty on Flat Plates



Tria Neo Plus



Tria Wish

Tria Novau



Tria has been popular in both restaurant and banquet settings due its top-quality porcelain, durability, and versatility



Tria Simple Plus

TABLEWARE (cont.)

ALANI

Alani is a bright white porcelain china line with a simple design. Alani offers a wide variety of plates and bowls as well as restaurant quality coffee cups, saucers, mugs, and accessory pieces. Alani is a good option for casual restaurants and can be a great alternative to higher-end bright white porcelain products.

Tempo Red: Brightly-colored rims have an extremely positive effect on meal experience for memory care patients and are a fantastic addition to extended care facilities. Available in thick rim and thin rim. Dishwasher safe.

Tempo: Tempo is a line of sleek, simple shapes with accented rims that fits both high-end and casual dining settings. Dishwasher safe.

Oasis: Oasis is a classic white dinnerware option with an eye-catching blue-lined rim. This dinnerware is dishwasher, freezer, microwave, and oven safe.

Alani is a good option for casual restaurants and can be a great alternative to higher-end bright white porcelain

Modern Simplicity: Featuring a clean and contemporary design, Alani is the perfect backdrop to highlight your culinary masterpieces. This collection is scratch, chip, and discoloration-resistant.

Embossed: Express your tabletop individuality with delicate lines and embossment. This extended Alani dinnerware line pairs well with the classic pattern to create a coordinated table setting.

■ No Chip Warranty on Alani



Alani Tempo Red



Alani Modern Simplicity



Alani Oasis



Alani Embossed



Alani Tempo

TABLEWARE (cont.)

ZIENA

Offering a unique stoneware look accented by smooth surfaces and warm sophisticated hues. This product is an excellent option for farm-to-table, rustic concepts, to modern dining rooms. Ziena is a wonderful way for customers to add a pop of color to their tabletop.

■ No Chip Warranty on Ziena

ARCATA MELAMINE

Designed to hold up over time, Arcata Melamine presents a matte texture and is ideal for patio and outdoor dining. Take your meals beyond the safety of the dining room and into the fresh air with confidence. Melamine is dishwasher safe.

■ No Chip Warranty on Arcata



Arcata Melamine

Ziena is an excellent option for farm-to-table concepts, and Arcata Melamine is ideal for patio and outdoor dining



Ziena

CHIP WARRANTIES

A Chip Warranty for Tableware typically covers defects in materials and workmanship under normal use. This means that if the plates chip, crack, or break under regular usage conditions within a specified period, the manufacturer may replace or repair them at no additional cost. However, coverage usually excludes damage caused by misuse, accidents, or improper care, such as exposure to extreme temperatures or impacts.

Premier Collections warranties:

- Ariane Alain offers a 5-Year Chip Warranty on Flat Plates
- Ariane Artisan offers a 5-Year Chip Warranty on Round Coupe Plates, Saucers, & Wide Rim Bowl
- Ariane Oxide offers a 5-Year Chip Warranty on Round Plates
- Ariane Porous offers a 5-Year Chip Warranty on Flat Plates, Round Coupe Plates
- Tria offers a 3-Year Chip Warranty on Flat Plates
- Venu offers a 5-Year Chip Warranty on Flat Plates

No chip warranties on the following collections:

- Alani Collection
- Arcata Melamine
- Ariane Selas
- Vista Alegre Collection
- Ziena Collection

IMPORTANT:

The warranty duration and specifics can vary by manufacturer, so it is important to review the terms and conditions carefully to understand what is and is not covered.

Warranties are subject to change.

SAMPLE ORDERS

Ordering samples is important because it ensures product meets required standards, efficiency, testing, and decision making. Properly ordered samples allow for precise comparisons and identification of trends or patterns. It streamlines the process of customer selection, better customer experiences, and enhanced brand reputation.

Sample requests can be sent to privatelabelsamples@trimarkusa.com

Properly ordered samples allow for precise comparisons and identification of trends or patterns



Ariane Artisan Selas
Matte White



SCAN
For More
Information
on
Sample
Orders

FLATWARE ESSENTIALS



Flatware is an essential component of a tabletop setting. On average, flatware patterns are used for three to five years in a restaurant and ten years in a hotel before a customer makes a change. Customers usually experience a 100% loss during a one-year period as well. While the cost of flatware is less than china, the replacement sales are substantially greater.

PLACE SETTINGS

Below are the most common pieces/shapes that are presented in a five piece place setting.

A 5-PIECE FLATWARE PLACE SETTING CONSISTS OF THE FOLLOWING ITEMS:

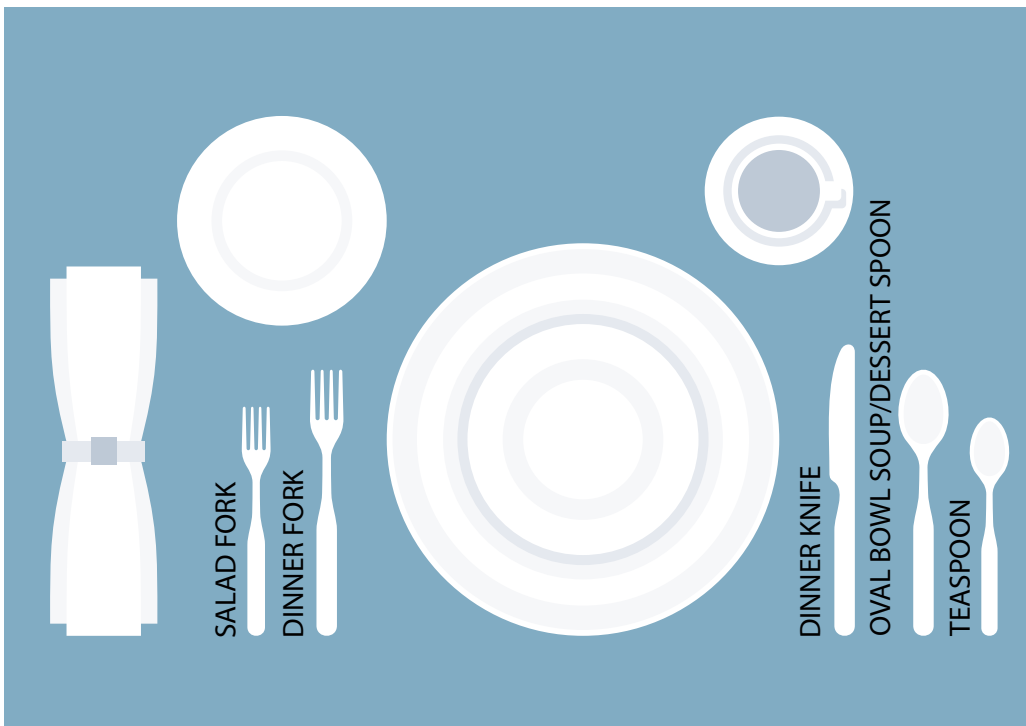
- Salad Fork
- Dinner Fork
- Dinner Knife
- Oval Bowl Soup/Dessert Spoon
- Teaspoon



Additional Common Pieces:

- Bouillon Spoon
- European Dinner Fork
- European Tablespoon
- European Teaspoon
- Cocktail Fork
- Demitasse (AD) Spoon
- Steak Knife
- Tablespoon
- Iced Tea Spoon
- Butter Knife/Butter Spreader
- Fish Fork
- Fish Knife

Flatware is an essential component of a tabletop setting. Consider both the composition of the flatware and the style when advising customers.



SCAN
For Premier
Collections
Flatware

FLATWARE COMPOSITION

Flatware is organized by a grade of stainless steel: low-end (13/0) to high-end (Silverplate). The composition determines its weight, strength and durability. Premier Collections flatware includes 18/0, 18/8 and 18/10 patterns.

13/0: 13% CHROME - 0% NICKEL (FOR HARDNESS AND SHINE)

Of the four common flatware compositions, 13/0 is the least resistant to corrosion. Despite this, it serves as a valuable choice for knives, as its makeup helps maintain sharp edges. Otherwise, it is generally not advisable to use 13/0 flatware.

18/0: 18% CHROME - 0% NICKEL (MAGNETIZED FOR REDUCED DISPOSAL LOSS)

This composition is the favorite option among those on tight budgets, since its affordable price point makes it easy and inexpensive to replace. 18/0 flatware can be used with magnetic flatware retrievers and scrap blocks, further solidifying its position as a great cost-saving option for customers. However, 18/0 flatware is vulnerable to corrosion and unlikely to keep its shine for very long.

Composition determines the weight, strength & durability of the flatware

18/8: 18% CHROME - 8% NICKEL (FOR MALLEABILITY AND LUSTER)

This composition is a good option for operators who want a high-quality flatware without the premium price tag. 18/8 flatware maintains shine reasonably well, however it is more susceptible to corrosion compared to 18/10.

18/10: 18% CHROME - 10% NICKEL (HIGHEST QUALITY)

This composition is considered to be the highest-quality and highest price point. 18/10 flatware retains its shine and shape for many years to come, and is a staple in high-end restaurants. This composition is not magnetized and will not be caught by a flatware retriever.

SILVERPLATE: MEASURED IN MICRONS

Silver-plated flatware is made with an electroplating process that was developed in the 1800s. The base material is usually finely buffed 18/0. If made before 1920, the knife blade was also silver plated. If made after 1920, the knife blade is usually stainless steel.



Emmerson 18/10

NOTES:

Premier Collections offer 18/0, 18/8, and 18/10 flatware options. Unlike most retail flatware, containing 4% to 10% chrome, Premier Collections flatware can withstand harsh chemicals and rough handling. All knives are silver with stainless steel handles only, as the silver is too soft to put on a cutting surface.

FLATWARE BASICS



Tria Reverie 18/0



Venu Artina 18/8



Venu Prado 18/0



Tria Blackened Chagall 18/0

WEIGHT CLASSES

Flatware weight, like its composition, ranges from more affordable, budget-friendly options to higher-end, premium pieces. It is essential to choose flatware that suits the needs of your kitchen.

MEDIUM-WEIGHT

Medium-weight flatware, often referred to as "economy weight," has a shorter lifespan and can be easily bent. It is the least expensive to replace, making it a practical choice for casual settings where loss or damage isn't a major concern.

HEAVY-WEIGHT

Heavy-weight flatware is sturdier than medium weight, but still flexible enough to bend by hand. It is the most commonly used option in many establishments, offering more durability at a slightly higher cost.

EXTRA HEAVY-WEIGHT

Extra heavy-weight flatware is more durable and less prone to bending or breaking, which makes it a more expensive option. Its durability makes it a solid investment for kitchens needing longer-lasting utensils.

EUROPEAN-STYLE

European-style flatware is often found in upscale establishments. This style is larger and heavier—about three times the weight of traditional flatware—making it ideal for formal dining and special occasions.



Venu Grace



Venu Vintage Gala



Venu Prado

TIPS FOR OPERATIONAL HANDLING & CARE

HANDLING FLATWARE

- Always separate dinnerware, glassware and flatware when bussing
- Place soiled flatware in plastic cylinder, flatware basket or tub
- Always use plastic or stainless steel containers when soaking or rinsing
- Make sure that the flatware is completely dry before storing

Always use plastic or stainless steel containers when soaking or rinsing



CLEANING BEST PRACTICES

FOR OPTIMAL CLEAN FLATWARE

- Rinse and remove all remnants of food then place into presoak containers immediately after use
- Presoak in plastic or stainless steel container for 15 minutes
- Change presoak solution frequently to maintain efficacy
- Proper use of pre-soak is critical
- Always read manufacturer's instructions for use

THINGS TO AVOID

- DO NOT use metal scrapers or steel wool to clean flatware
- DO NOT soak in aluminum, copper, or copper alloy containers
- DO NOT soak for longer than 20 minutes. 15 minutes is the desired duration

IMPORTANT TEMPERATURES

- Pre-rinse: 110°F
- Wash: 140°F
- Rinse: 180°F



SCAN
For Premier
Collections
Catalog

GOOD, BETTER, BEST

As discussed in the flatware composition section, TriMark's Premier Collections flatware offers a range of flatware options fit for any application. Many factors are considered, including but not limited to: composition, weight, finish and feel.

GOOD

Bridgeway	18/0
Reverie Bead	18/0
Reverie	18/0
Montello	18/0
Mirabella	18/0
Palazzo	18/0
Authenia	18/0
Capella	18/0

BETTER

Vintage Gala	18/0
Gala	18/0
Mesa	18/0
Marquis	18/0
Dolce	18/0
Satin Dolce	18/0
Grace	18/0
Amici	18/0
Cypress	18/0
Bravo	18/0
Prestige	18/0
Artina	18/8
Avaline	18/0

BEST

Radiance	18/0
Prado	18/0
Valencia	18/0
Avaline Dusk	18/0
Blackened Chagall	18/0
Archer	18/10
Emerson	18/10



Tria Capella



Venu Cypress



Venu Avaline Dusk



TriMark offers a range of flatware options fit for any application

Venu Marquis

GLASSWARE ESSENTIALS



Crystalex Harmony

Glass is one of the “Big Three” in tabletop selling. It is also the easiest product to get into the account because the risk is lower for end users. Glass experiences the highest rate of breakage/loss, which creates a higher repurchase rate.

SODA-LIME

The soda-lime ingredient results in a strong, effective glass for the hospitality market. Soda-lime glasses are mostly produced at the commodity level and account for approximately 90% of all glass in the world.

FEATURES OF SODA-LIME GLASSWARE:

- Thicker and sturdy construction resulting in less breakage and chipping
- Can be described as heavy or clunky
- Less opaque
- More resistant to thermo-shock
- Retains heat longer

TRIMARK SODA-LIME PRODUCTS

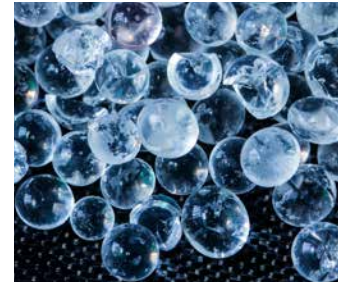
- Tria Glassware
- Alani Glassware
- Arcata Glassware

TYPE OF CUSTOMERS USING SODA-LIME GLASS

Since roughly 90% of all glass in the world is of soda-lime composition, it can fit in almost every application and performs well in high volume applications.

Soda-lime glass is popular with customers such as:

- Bars and Restaurants
- Catering
- Corporate Dining
- Colleges and Universities



About 70% of soda-lime glass composition is silica

SALES NOTES

Soda-lime glass can be sold to almost every customer in every application. To reiterate, soda-lime accounts for over 90% of glass in the world today.



Alani Essex



Alani Winslow

90% of all glass in the world is of soda-lime composition



SCAN
For Premier
Collections
Soda-Lime
Glassware

CRYSTALLINE

Crystalline glassware, also known as crystal glass, contains added components that increase clarity and flexibility, allowing for a finer product with softer weight. In terms of glassware, this results in high-end wine and cocktail glasses.

FEATURES OF CRYSTALLINE GLASSWARE:

- Lightweight, delicate & elegant
- Brilliant clarity and shine
- Thin rim designed to stimulate palate interaction between the liquid and its consumer
- Maintains a cooler temperature

TRIMARKS CRYSTALLINE PRODUCTS

- Crystalex Glassware
- Rona Glassware

TYPES OF CUSTOMERS USING CRYSTALEX GLASS

Crystalex is aimed at higher-end customers, typically in lower volume settings where the per-person check average is higher.

Crystalline glass is popular with customers such as:

- Hotels & Resorts
- Clubs
- Casinos
- High-End Bars & Cocktail Lounges



Crystalex Blues



Rona Ratio



Crystalex Swing



Crystalex Bolero



Crystalex Specialty

Crystalline glassware has brilliant clarity and shine



SCAN
For Premier Collections Crystalline Glassware



Crystalex Rhapsody

SALES NOTES

- Ask as many questions as possible about your prospect's current glass program (lead times, freight costs, durability, pricing, etc.) and then present a strategic plan to make the conversion.
- Crystalex glassware can be sold to any customer, but it is important that customers are aware of the risks.
 - **If someone is using a Libbey Super Sham glass and you put them into Crystalex instead, the Crystalex glass is most likely more expensive and subject to easier breakage than the Libbey Super Sham glass.**
- From a profitability standpoint, the nicer the Crystalex glass, the more value it adds to the dining room.
 - **Restaurants can potentially add a \$1 charge per drink, making their business more profitable.**
- Hotels and resorts typically replace 100% of their glass inventory each year and re-order on a monthly basis. Water and wine glasses are two of the biggest hot buttons for customers because of the high frequency in breakage and replacement.
 - **Securing the water and wine glass business in this account will position you as one of the end-user's key resupply.**
- Your largest resorts and clubs are ordering huge volumes of glassware—an opportunity for reorders of over \$50K annually in glass.

Present a strategic plan to make the conversion



GLASSWARE CARE & HANDLING

Proper care and handling of glassware is essential for safety, quality, and customer satisfaction. Following these simple steps will keep your glassware in top condition and enhance the dining experience.

Here are some quick tips:

USE THE RIGHT GRIP

- Hold glasses by the base or stem to avoid fingerprints.
- Never hold by the rim to prevent discomfort and damage.

CARRY WITH CARE

- Use a tray to carry multiple glasses.
- Don't stack glasses to prevent chips and cracks.

CLEAN & DRY PROPERLY

- Hand-dry with a clean, lint-free cloth to avoid water spots.
- Use proper cleaning tools to avoid scratches.

INSPECT REGULARLY

- Check for chips or cracks before use.
- Replace damaged glassware to ensure safety and presentation.

AVOID OVERFILLING

- Fill glasses to about $\frac{2}{3}$ for wine and $\frac{3}{4}$ for beer to avoid spills.

PROPER STORAGE

- Store glasses upside down on clean surfaces.
- Don't overcrowd storage areas to prevent chipping.

SERVE CAREFULLY

- Place glasses gently on tables; avoid sliding or pushing them.
- Use coasters to protect surfaces and keep glasses steady.

USE THE RIGHT GLASS

- Always serve drinks in their appropriate glassware for the best presentation and experience.



Always serve drinks in their appropriate glassware for the best presentation and experience.



SCAN
For
Glassrack
Sizing
Vollrath
Printable

ESSENTIAL ACCESSORIES



Table and service accessories enhance the overall presentation of your tablescape, adding depth and character to your dining experience. These thoughtfully selected items contribute to the décor and theme, elevating the visual appeal of the table.

Consider incorporating rich jewel tones, such as the striking blues, reds, and purples from our Arcata Cast Iron Collection. Accessories can include elegant creamers, stylish salt and pepper shakers, charming mini saucepans for dessert, and inviting bread baskets to welcome guests at the start of the meal.

While the tableware establishes the foundation of your setting, these accessories serve as the finishing touches that elevate the dining experience, creating a memorable atmosphere for your guests.

ARCATA BUFFET

Events such as banquets, caterings, and buffets require careful planning for exquisite presentation while maintaining food quality and safety. For these events, setting up an eye-catching spread is a delightful and engaging way to serve diverse tastes and for different occasions.

The Arcata Collection offers a variety of risers, chafers, display stands, bowls and platters to fit any catering environment. **Classic chrome chafers** and modern induction ready units fit on-site and outdoor events with a variety of options. Blending different sizes and styles of chafers adds an element of excitement to the event. **Risers and stands** build height variations into your display and provide visibility. Not only does this add aesthetic appeal, it optimizes the use of limited space, creating easier

access to various dishes without overcrowding. Ensure that the taller items are placed towards the back, while the shorter dishes are at the front, allowing all dishes to be visible and easily reachable for guests. **Dispensers and urns** maintain proper temperatures and food safety while offering a visual appeal for the guests. And don't forget the **serving utensils!** Arcata offers a variety of utensils in classic chrome, blackened Chagall, and hammered copper.



Arcata Buffet



Arcata Hammered Copper Serving Utensils



Arcata Risers

ARCATA CAST IRON

Cast Iron bakeware offers ease of service and alternative vessels for buffet and service. Available in classic fully seasoned cast iron and enameled finish in 8 colors and a large variety of styles.

CLASSIC CAST IRON BAKEWARE

Classic cast iron bakeware provides a cooking and serving vessel that is oven-proof.

Imagine—an order for cobbler pings in the kitchen. The cook grabs a par-baked cobbler from the cooler and places it in the oven to bake. Once finished, the dish is placed on a liner and served to the guest. Delight the customer with a mark of quality and chef-made care by serving a dish fresh from the oven, baked in its own pan.

Wood liners are available for each piece.



ENAMELED CAST IRON

Enameled cast iron is made by coating cast iron with a porcelain enamel outer layer. The porcelain enamel isn't just for looks—it protects the cast iron, making it rust-resistant and creating a smooth base that will not scratch tables or display stands. The inside surface of the Lava Cast Iron has a natural look, is fully seasoned, and is sealed to make them less reactive to acidic foods like tomato sauces. You can cook acidic dishes with no concern about leaching off flavors or compromising the appearance of the sauce.

Enameled casserole dishes, often called Dutch ovens, are great for simmering stews, cassoulet, braising big cuts of meat, frying chicken, and even baking bread.

Enameled cast iron works with all kinds of cooktops, including induction, and it offers amazing heat distribution and retention. Lava Cast Iron is a colorful alternative to classic chafers on small buffets. Lava also makes a lid holder for catering display.



The porcelain enamel isn't just for looks—it protects the cast iron, making it rust-resistant and creating a smooth base that will not scratch tables or display stands



WHY CUSTOMIZE?

By investing in customized plates and glassware, restaurants enhance their dining experience and strengthen their brand presence in the marketplace. **Customizing plates and glassware in a restaurant offers several benefits:**

1. BRAND IDENTITY

Customized items reinforce the restaurant's brand, helping create a memorable dining experience. Unique designs or logos can enhance brand recognition.

2. AESTHETIC APPEAL

Tailored designs can complement the restaurant's decor, making the overall dining environment more visually appealing. This attention to detail can elevate the guest experience.

3. GUEST EXPERIENCE

Personalized tableware adds a touch of exclusivity, making diners feel special. This can lead to enhanced satisfaction and repeat visits.

4. MARKETING OPPORTUNITIES

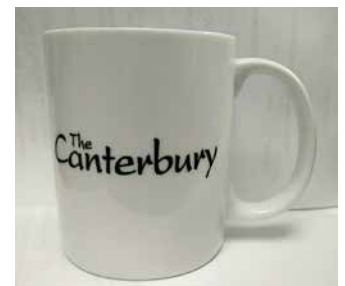
Customized pieces can serve as conversation starters and social media fodder, promoting the restaurant organically through guests' photos.

5. DIFFERENTIATION

In a competitive market, unique tableware can help a restaurant stand out, attracting customers who appreciate creativity and attention to detail.

6. FUNCTIONAL CUSTOMIZATION:

Specific designs can cater to certain menu items or themes, enhancing both presentation and functionality.



SCAN
For
Glassware
Custom
Deco Form

CUSTOM DESIGN CHECKLIST

This checklist will guide you through the custom design process, ensuring that each step is completed efficiently and effectively.

1. SELECT THE BASE ITEM

- Determine which undecorated plate or glass will be used for decoration.

2. DEFINE THE DESIGN

- Decide on the design elements and the number of colors.

Note: More colors and intricate designs may increase the overall cost.

3. MINIMUM ORDER REQUIREMENTS

- The minimum order quantity is 12 dozen.
- Price breaks are available for larger orders.

4. PRICING PROCESS

- Once the base item and design are agreed upon, we will provide pricing.

5. DIGITAL ARTWORK APPROVAL

- After pricing is approved, we will create digital artwork for review.

6. SAMPLE CREATION

- Upon approval of the digital artwork, we will produce a fired sample.
- The sample will be given to the end user, who will sign the back of the plate or glass and return it to the decorator.

7. FINAL APPROVAL & PURCHASE ORDER

- Once the fired sample is approved, purchase order (PO).
- The sales representative will set up the new item in the system.
- The sales rep will place a PO for the undecorated product to be sent to the decorator and a second order for the customer using the newly created item number for the decorated ware.

8. DELIVERY OF CUSTOM PRODUCT

- We will deliver the completed custom product to the customer.

9. OVERALL LEAD TIME

- The lead time varies by project, but once a PO is placed, anticipated completion timeframe is 4-6 weeks.

10. ARTWORK REQUIREMENTS

- Artwork must be provided in vector format for optimal quality.
- Accepted vector file types include:
 - .AI (Adobe Illustrator)
 - .EPS (Encapsulated Postscript)
 - .SVG (Scalable Vector Graphics)



The lead time varies by project, but once a PO is placed, anticipated completion timeframe is 4-6 weeks

OPPORTUNITIES & PRESENTATIONS

1. IDENTIFYING AND CREATING OPPORTUNITIES

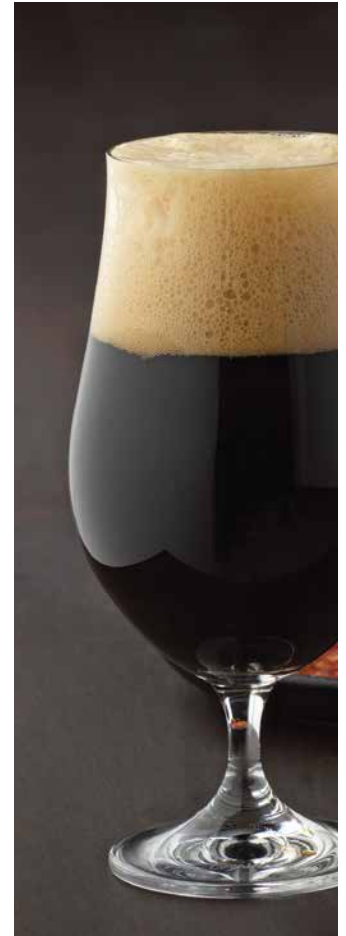
- Stay proactive: While driving take different roads on your weekly routes if applicable, look for construction sites, or closed properties. Investigate immediately.
- Liquor licenses, local news, chamber of commerce
- Research social media accounts
- Engage existing accounts: Ask about any changes, new openings, or upcoming projects.
- Spot opportunities in existing properties: Look for outdated or mismatched tabletop items, frequent reorders, or new management. Can you consolidate their current dinnerware? Remove 2-3 dishes to replace with 1. Does the customer have menu items that would look great on one of our plates? Are their current plates chipped or worn?
- Product-specific tactics:
 - **Dinnerware:** Reduce SKUs and suggest plates that enhance menu items.
 - **Flatware:** Tailor offerings to the operation type and streamline utensil variety.
 - **Glassware:** Upsell modern glassware and focus on essentials.
 - **Banquetware:** Offer trendy, cost-effective pieces that align with food costs.

2. EXECUTING A PRESENTATION AFTER CREATING AN OPPORTUNITY

- Set an initial meeting with your decision maker(s) and gather all possible information regarding the project:
 - How many decision makers are going to be involved in the process? (Each audience will need a different message)
 - Location theme, design and/or menu design
 - How many seats?
 - When is the customer looking to take delivery?
 - Does the client have a Pinterest board, story board, or photos of designs that they can reference to help you pick the right products?
 - Research like-concepts

3. RESEARCH WITH OWNER/ OPERATORS COMPLETED, WHAT SAMPLES DO I BRING?

- Bring a core representation of PC samples for the concept based on your conversation and research.
- Bring some outside-the-box items that will push the tabletop design.
- Do not over sample or bring products that were not talked about...stay focused on what the customer needs.
- When creating a sample list use AQ. This way you will have pricing ready to go, and it will cut down on your data entry.



4. PRESENTATION DAY

- Arrive early
- Set up
 - Have plenty of plate stands, risers and marketing materials
- Make sure samples are presentable and clean
 - Bring cleaning products and towels
- If the right application, bring table cloths, table runners, center pieces, and other décor to set the tone.
- During the meeting, work to help the customer develop an emotional attachment to the items. Encourage them to plate their menu on the products, touch and hold the flatware, or pour beverages into the glasses.
- Take a lot of notes—write down everything and most importantly, listen to your customer!

During the meeting, work to help the customer develop an emotional attachment to the items. Encourage them to plate their menu on the products, touch and hold the flatware, or pour beverages into the glasses.

5. PRESENTATION WAS A SUCCESS. HOW DO I FOLLOW UP?

- Recap meeting quickly
- Ask if we missed anything
- Do they have other needs besides tabletop that TriMark can help with?
- Ask when you can set up a final meeting to review additional samples and review final quantities.
- On your time before next meeting:
 - Order extra samples you may need
 - Clean up original quote (Make sure not to delete items, just deactivate them so you know what you have sampled over time)
 - Work on order quantity estimates
- These numbers are derived from...
 - The overall budget
 - How they are setting the table, Rollups? Plate? Water/Wine Glass?
 - You will need more of the above if preset on the table
 - The number of menu items on each plate
 - What is stocked? What are the lead times on non-stocked items?
 - Inventory levels with FTZ or another vendor

6. CLOSE THE SALE

- During the second meeting, review all products and quantities
- **ASK FOR THE SALE**
 - Ask when they want to take delivery



COST SAVINGS CALCULATOR

The cost savings calculator is a tool used to help show our customers the quantifiable savings associated with purchasing Premier Collections china, glass and flatware. Below we'll cover a few scenarios as well as instructions for using the cost savings calculator.

WHEN TO USE THE COST SAVINGS CALCULATOR

There are many situations in which you may use the cost savings calculator to your advantage.

Some examples include:

- Your customer is looking to switch their tabletop items. They show you a quote with a list of the current products and pricing from another distributor or a list of ideas they are looking to switch to.

OR

- The customer shows you products that they are currently getting from another distributor and asks you for a quote on those products.

Both scenarios offer an opportunity to review a cost comparison. Simply fill out both sections of the cost savings calculator to determine what the savings would be if they chose PC.

INFORMATION YOU NEED FOR THE COST SAVINGS CALCULATOR

- Product Item Number
- MFR/Vendor Name, Total Quantity (by the each)
- Number of Items (by the each)
- Quoted Price (by the pack)
- Product Description
- Assumed Freight Rate



COST SAVINGS CALCULATOR TIPS

- Immediately make a master copy of the Cost Savings Calculator and save it to your desktop. This way if you erase a formula, you'll have a master copy to refer back to.
 - **NEVER email your customer this document!**
 - Always only print and present to them
 - Always list TriMark on the bottom of the form
- If your Overall Results section shows Total \$ or Total % in **"Green"**, your product is cost-saving.
 - If this total section is in **"Red"**, your analysis shows your product is a higher cost.
 - **Freight:** Since our Premier Collections product ships free on qualifying orders, assume 0% freight rate for the TriMark section.
 - Freight is typically 7-15% of the order's total dollar amount (varying by region).
 - **These sections will auto calculate the following pieces of information:**
 - Total number of cases
 - Total extended price for that line
 - Total price for each line plus freight



SCAN
To Learn
How to Use
the Cost
Saving
Calculator

THE KNOW-HOW OF NEW OPENINGS

Opening a new restaurant involves a variety of costs: tableware, flatware, and glassware are essential components. The exact cost will depend on the restaurant's size, concept, and the quality of items, but below is a general breakdown of what a new restaurant can expect to spend.

TABLEWARE

Your customer will need main course plates, appetizer plates, bowls, side (B&B) plates, and serving platters (depending on the menu). A medium-sized restaurant can expect to spend \$3,000 to \$10,000 on tableware.

Remember: Restaurants will need a variety of shapes, colors, and styles of tableware to match the venue's theme and atmosphere—one size does not fit all.

Tableware Cost per Item

Budget \$6,500 total spend	Mid-Range \$15,000 total spend	High-End \$25,000+ total spend
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FLATWARE

Your customer will need forks, knives, and spoons for their tables. Some venues will need a variety of flatware, while others will prefer to stick to the basics (salad fork, dinner fork, dinner knife, oval bowl soup or dessert spoon, and teaspoon). A medium-sized restaurant (50-100 seats) will need approximately 100-200 forks, knives, and spoons and can expect to spend \$1,500 to \$5,000 on flatware.

Remember: Customers usually experience a 100% flatware loss during a one-year period, which can create substantially greater replacement sales.

Flatware Cost per Item

Budget \$2 to \$4 per piece	Mid-Range \$5 to \$10 per piece	High-End \$10 to \$20+ per piece
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GLASSWARE

Your customer will need a variety of glasses to serve beverages, including water glasses, wine glasses, and specialty glasses (cocktail or beer glasses). A medium-sized restaurant (50-100 seats) will need approximately 150-300 pieces of glassware (multiples of each type) and can expect to spend \$2,000 to \$8,000 on glassware.

Remember: Glassware experiences the highest rate of breakage or loss, creating a higher repurchase rate.

Glassware Cost per Item

Budget \$2 to \$5 per glass	Mid-Range \$5 to \$10 per glass	High-End \$10 to \$20+ per glass
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OVERALL TABLETOP ESSENTIALS ESTIMATES

Keep in mind these costs will fluctuate based on the size of the restaurant, the number of guests they're expecting to serve at once, and the types of dishes they plan to serve. A fine dining restaurant will generally spend more on high-quality items, while a casual eatery may be able to get by with more budget-friendly options.

Additionally, customers will likely need to purchase some backup items (e.g., additional glasses, plates, etc.) to account for breakage, and the ongoing replenishment costs will also add up.

Total Tabletop Spend Estimates

Low-End \$6,500*	Mid-Range \$15,000	High-End \$25,000+
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* If buying budget items in small quantities

OVERCOMING OBJECTIONS

OBJECTION 1: "I WANT A BRAND NAME."

- **Customer concern:** The customer believes that only recognized brands can provide quality and credibility.
- **Solution:** Ask the customer, "Why?". Engage in a conversation about the advantages of having a unique tabletop presentation, which can lead to significant cost savings.
- **Alternative:** Highlight that all brands within the Premier Collections carry their own brand identity, with products widely used across the U.S. and internationally. Mention popular lines like Vista Alegre, known for its strong presence in both European and U.S. retail markets. Offer a list of current customers and testimonials to bolster confidence.

OBJECTION 2: "I HAVE TOO MUCH INVENTORY OF MY CURRENT PRODUCT."

- **Customer concern:** The customer feels overwhelmed by existing inventory and is hesitant to invest in new products.
- **Solution:** Request a detailed list of their current inventory and par levels for china, glassware, and silverware. This information allows for a comprehensive cost savings analysis comparing their existing products to new options from Premier Collections.
- **Alternative:** Often, the analysis will reveal that purchasing new items from Premier Collections is more cost-effective than continuing to reorder their current products, helping the customer to see the potential for savings.

OBJECTION 3: "MY PLATE COVERS WON'T FIT."

- **Customer concern:** The customer worries about making their existing inventory (covers) obsolete while incurring the cost of new plate covers.
- **Solution:** Test the customer's current plate cover with Premier Collections plates. Many covers will still fit, alleviating their concern.
- **Alternative:** If covers don't fit, discuss replacing them with new metal covers (more attractive, perfect-fit) or polycarbonate covers (quieter during service).

OBJECTION 4: "I DON'T WANT TO BE LOCKED INTO TRIMARK EXCLUSIVE PRODUCT" / "I NEED MULTIPLE QUOTES."

- **Customer concern:** They don't want to be tied to a single supplier.
- **Solution:** Explain that Premier Collections products are available through other channels, like Amazon. TriMark can also sell to other distributors, so they are not locked in.

OBJECTION 5: "CRYSTALEX/venu (BONE CHINA) IS TOO FRAGILE."

- **Customer concern:** Crystalex glassware or bone china seems fragile due to price or thinness.
- **Solution:** Share with the customer that both Crystalex and Venu (bone china) are durable options. Crystalex is as durable as premium brands like Riedel, Schott Zwiesel, etc., despite its competitive price. Venu is the most durable product on the market due to its bone ash composition.

You can overcome objections by listening to your customer and showing solutions or alternatives to address their concerns



SALES NOTES

Venu bone china is composed 48% of bone content, whereas most other options are at 30%. Venu also offers a 5-year chip warranty.

OBJECTION 6: "WHAT IF YOU DISCONTINUE THE PRODUCT?"

- **Customer concern:** Worries about product discontinuation.
- **Solution:** TriMark is committed to the Premier Collections and has made significant investments. If there were ever a need to discontinue a product, we would work with customers to transition to new products with minimal disruption.

OBJECTION 7: "HOW DO I KNOW THE PRICES WON'T INCREASE OUT OF LINE WITH THE INDUSTRY?"

- **Customer concern:** Fear of price hikes on exclusive products.
- **Solution:** Premier Collections were designed to offer high quality at a competitive price. If prices were to rise too high, the products would lose value, which is not in TriMark's interest.

OBJECTION 8: "I CAN GET FREE SHIPPING FROM AN ONLINE SUPPLIER."

- **Customer concern:** Online suppliers offer free shipping.
- **Solution:** Free shipping often comes with hidden costs, like subscription fees and delayed deliveries. TriMark provides reliable service, clear communication, and personal assistance, ensuring smooth, timely deliveries.

OBJECTION 9: "THIS PIECE OF EQUIPMENT IS CHEAPER."

- **Customer concern:** They've found a cheaper option elsewhere.
- **Solution:** Make sure they're comparing apples to apples:
 - Warranty length and coverage.
 - Materials (stainless steel, aluminum, or galvanized/coated steel).
 - Thickness/grade of the metal.
 - Included items (e.g., does the refrigerated table include pans?).

OBJECTION 10: "IF GLASSES BREAK AND FLATWARE GETS LOST, WHY SHOULD I BUY HIGH-QUALITY ITEMS?"

- **Customer concern:** Questioning the value of high-end items.
- **Solution:** High-quality glasses and flatware enhance the dining experience, allowing for higher menu prices and better guest impressions. Just like you wouldn't serve prime beef at a choice steak price, premium presentation matters.

OBJECTION 11: "I CAN BUY CHEAP PLATES FROM A LOCAL RETAIL OR DOLLAR STORE, WHY SHOULD I BUY YOURS?"

- **Customer concern:** Cheap retail options seem good enough.
- **Solution:** Retail plates aren't made for commercial use. They can't handle the frequent washing and high temperatures of foodservice and may lead to breakage, food safety issues, and damaged dishwashers in the long run.



High-quality glasses and flatware enhance the dining experience, allowing for higher menu prices and better guest impressions

TRENDS & INSPIRATION RESOURCES

Our industry is constantly evolving: Foodservice operators are looking for emerging trends, new designs, and cost-saving opportunities when planning for their new tabletop or reassessing their existing inventory.

To help best support your customers' needs, keep yourself informed on the latest and greatest in the foodservice industry and general business sphere. Consider browsing or subscribing to communications from the following publications.

Restaurant Industry Magazines to Read/Subscribe to:

- FSR, fsrmagazine.com
- QSR, qsrmagazine.com
- Restaurant Development + Design, rddmag.com
- Total Food Service, totalfood.com
- Modern Restaurant Management, modernrestaurantmanagement.com

You can also follow industry leaders or industry publications on social media to stay up to date on recent news and announcements.



CONCLUSION

As you have learned throughout this training manual, TriMark's Premier Collections products offer you a competitive edge to close deals, wow customers, and generate repeat business. By offering customers Premier Collections products to replace the ones they currently use, you increase satisfaction and help drive our bottom line.

Key Takeaways:

- Your role is to be a trusted advisor to your customers.
- Restaurants play with shapes and styles to create the perfect atmosphere—one size does not fit all.
- Inform your customer of the features and benefits, as well as handling and cleaning best practices, when discussing specific Premier Collections tableware, flatware, glassware, and banquet lines.
- Provide your customer with information on budget, mid-range, and high-end options.
- Always listen to your customer, identify the root concern, and offer a solution or alternative.
- Use all the tools you have at your disposal to make selling easier, including the cost-savings calculator, physical and digital catalogs, and industry publications.

Happy Selling!

By offering customers Premier Collections products to replace the ones they currently use, you increase satisfaction and help drive our bottom line.



Premier Collections

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