



Letter From The President

Happy New Year!

Thank you for standing by us in 2009. We wish each of you all the best for 2010.

Having just returned from the Fancy Food Show in San Francisco, there seemed to be a higher level of excitement and optimism than a year ago. Let's hope it's contagious!

We are proud to introduce our first edition of PIN - Peters Imports News! Our purpose for PIN is to keep you better informed on a regular basis - no more spotty mailings or promotions. This newsletter will include information on new products, price changes, and discontinued items. Also, learn more about us in our "Meet the Staff". The best part will be the monthly promotions. All of this information is also available on-line at www.petersimports.com/infostore.htm

If you would prefer to go paperless and receive information from us by e-mail, send your name, company and phone number to paperless@petersimports.com. As a bonus, we will send you a coupon sheet filled with valuable offers to use throughout 2010.

Please enjoy this first edition of PIN.



Ed Peters

Peters Imports News

February 2010

Late Breaking News...

Welcome 2010! To celebrate this New Year, we are launching PIN (Peters Imports News). We are committed to keeping you informed with monthly updates about NEW PRODUCTS, PRODUCT CHANGES, and USEFUL INDUSTRY TIPS. We hope you enjoy this new format and welcome your comments or suggestions for future issues.

If you are receiving this PIN in paper format, please help us "go green" by sending your name, company and phone number to paperless@petersimports.com so that we may send you this newsletter digitally in the future. Other advantages of going green include availability of automatic tracking information and invoices, and receiving new product information and price updates as they occur. Plus, we will send you a coupon sheet full of monthly offers to use throughout 2010! Remember to bookmark www.petersimports.com/infostore.htm and check between PIN editions for updates.



Customer Service Update...

Changing of the Guard We are delighted to have Tina Kinneman return to the front desk as our receptionist. Her friendly voice will be your first point of contact when you call into our main office. Joining our band of Customer Service Representatives (Shannon, Robin, and Avis) is MaryJo Kunz who has been with Peters Imports for a number of years serving

in various positions including receiving and purchasing. The long term plan is to align our CSRs more closely with geographic regions. This will help assure continuity with the national sales team now that Customer Service is under the Sales umbrella. Watch for more details in future newsletters.

Sales & Marketing Update...

Chocomania is coming soon with savings up to 42% on hundreds of chocolate bars, bags, and bulk! Watch for this promotion in your mail in mid February and enjoy these specials on orders placed from March 1 - April 10, 2010. Order before the summer heat and avoid paying extra for cooler boxes.

Winter Fancy Food Show It was wonderful to visit with many new and existing customers (and vendors) at the 2010 NASFT show in San Francisco. Thank you to those who stopped by our booth. If you were unable to attend the winter show, we hope you will stop at our booth this summer at the NASFT Fancy Food Show in New York City June 27-29. Our buyers found some exceptional new products at the show and we'll be rolling them out over the next few months.

New Holiday Pre-Sell Catalog New this year is our 2010 Holiday Pre-Sell Catalog due for release at the end of March. In an effort to assure we meet the demand of our highly sought after imported products and selected domestic vendors, we are preparing a special catalog of these items. Early Bird customers will get "first rights" and special discounts on their holiday orders. Pre-sell orders will help us get our overseas orders in on time to assure availability. A win/win for all.



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Meet The Staff...



Tom Rummelt
Director of Operations

Tom started his career with Peters Imports in November 2006 as the manager of Customer Service. With his extensive prior experience in operations, it became clear that Tom's abilities could make a significant difference within the operations function at Peters Imports. He was then promoted to Director of Operations in June 2009. He is always willing to pitch in wherever he is needed. So don't be surprised if you hear him answer the phone with a helpful, "Peters Imports! How may I direct your call?"

Tom lives in Jenison, Michigan and enjoys spending his free time fishing, remodeling, and as a soccer coach. He is the father of 3 sons. One of them works in Marketing at Peters part-time while completing his university degree and the other two live in sunny Florida.

Mark Your Calendar...

New Catalog Schedule Just to remain fresh and in step with our customer's needs, we are moving around the production schedule for catalogs in 2010. Here are the estimated release dates for our publications:

Holiday Pre-Sell.....	March	Everyday Gourmet Catalog.....	June
Fall/Halloween.....	March	Valentine 2011.....	August
Holiday Catalog.....	April	Spring/Easter 2011.....	December



CAMEX 2010 Peters Imports is exhibiting in booth 2403 at the Campus Market Expo at the Orange County Convention Center in Orlando, FL on March 12-16, 2010. Be sure to visit us if you are attending.

NASFT Summer Fancy Food Show 2010 Peters Imports will be exhibiting in the NASFT Fancy Food Show in New York City June 27-29. Watch for more information and our booth number in upcoming newsletters.

What's New, What's Hot...

February Promos Check out the great deals in the promos enclosed. Sale prices are effective only thru February and many items have limited quantities. Order today! Also, ask about our Hot Deals & Clearance Items.



Peters Imports In The News...



Specialty Food Magazine See our ad in the Jan/Feb edition (page 28) announcing 50% off prepaid freight order minimums for the month of January. **RESTOCK & SAVE!** Also, read about our new Dutch Masterpieces candies in the "What's New What's Hot" section (page 115), imported from the Netherlands.

Press Release S.M. USA Accepts Broker Assignment. Effective 12/1/09, Peters Imports has a new food brokerage firm representing us in Kentucky, Ohio, Indiana and Illinois. http://www.petersimports.com/PromoDocs/sm_pressrel.pdf

Check Our Website...

Hot Deals! Clearance! New Items! Be sure to visit often as the selections change frequently! Need help? E-mail cs@petersimports.com with your problem and watch how fast it gets resolved!



Food for Thought...



Did you know beetroot juice has many natural health benefits? Recently published research by doctors at St. Bartholomew's and the Royal London Hospital found that a daily dose of natural beetroot juice significantly reduced blood pressure. Beetroot is an excellent source of protein with significant levels of minerals, vitamins, and micronutrients. It contains potassium and magnesium and soluble fiber. **Ready to try some?** We carry James White Organic Beet It Beetroot (190438), 6 cs/25 oz, SRP \$5.49 ea.



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