



Letter From The President

This month we are celebrating our hottest chocolate promotion of the year, Chocomania! This is the time of the year customers can take advantage of discounts on Ritter, Hachez, and dozens of other name brands with up to 54% savings! Cooler boxes are FREE when needed during Chocomania, making this the perfect time for stocking up on chocolates. This six week sale ends April 11, so be sure to place your orders soon!

In this edition you will read more about our Holiday Pre-Sell and Fall/Halloween flyers that will be published next month. You will see where Peters Imports is exhibiting at the Camex trade show, and learn who helps keep our phones connected and computers purring.

We are pleased that many of our customers now receive PIN electronically. By sending your company name and information to paperless@petersimports.com you can receive updates about deals, new products, price changes, and discontinued items along with this newsletter. Read last month's edition of PIN on our website by clicking the "information" link on our home page.

Thank you for being our valued customers.



Ed Peters

Peters Imports News



March 2010



Late Breaking News...

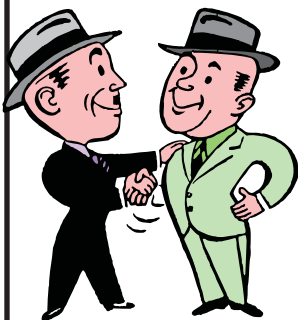
Let the Mania Begin! Our annual super sale on chocolates is in full swing. Watch your mail for the 2010 Chocomania flyer for tremendous savings up to 54% on your favorite chocolate bars and bags. Bulk chocolate is also offered at discount prices for the first time in Chocomania. Help us celebrate "Chocolate Week" by receiving an additional 5% off Chocomania orders of \$999 or greater placed during March 15-19, 2010. Take advantage of these hot prices and FREE cooler boxes. This is a great time to stock up on your favorite chocolates. The sale only lasts 6 weeks. Hurry and order today for the best selection! Sale ends April 11, 2010.

Customer Service Update...

Spring & Easter Products have been shipping throughout the month of February. It's not too late to order some items. Call 800.541.8267 and ask a customer service representative what is in stock and ready to ship?

Customer Service Representatives are now more closely aligned with geographic regions to help assure continuity with our national sales team. We are excited to form close customer relationships that offer specialized service and market appropriate product knowledge.

Please be assured that anyone in customer service can help you with your order or answer your questions. We don't expect you to work with only one person at Peters Imports, but we do believe that you will develop a relationship with your specific customer service representative who will understand your market and needs.



Sales & Marketing Update...

2010 Holiday Pre-Sell Flyer is coming soon! Early Bird customers will get "first rights" and special discounts on their holiday orders of highly sought after imported products and selected domestic vendors. Pre-Sell orders help us get our purchase orders placed early enough to assure product availability and happy customers. Plus, we will be mailing the Fall/Halloween flyer with the Holiday Pre-Sell.

2010 Fall & Halloween Flyer will be released in March for those who wish to get a head start on Fall merchandising. We have 12 pages of exciting new items and new package designs along with your traditional favorites. We will be offering Early Buy Pricing - 5% off - for orders placed by August 6, 2010. Orders will begin shipping the week of September 7, 2010. Order early to insure product availability. Watch for the Fall/Halloween and Holiday Pre-Sell flyers in your mailbox by the end of March.

It's All Just One Click Away... all the latest information that is. Peters Imports Info Store <http://www.petersimports.com/infostore.htm> is where you will find all current promotional material (even before the mailings!), catalog and price changes, press releases, information on our newest product lines, recipes that incorporate our products AND a link to the literature center. Bookmark this page and check back often. This is the place you will find all the information!



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Meet The Staff...



Jennifer

IT & Webmaster

Jenn started with Peters Imports as a Customer Service Representative in October 1995. Over the years, her abilities have evolved to perform tasks in the warehouse, sales, and marketing support as well as drop ship coordinator.

For the last 8 years, Jenn has provided IT support to Peters Imports while working with computer hardware and software vendors. In addition, she has been instrumental in designing and maintaining portions of www.petersimports.com and other websites necessary to the operations of Peters Imports. Jenn downloads and processes web orders and is the first point of contact when phone, computers, and servers require maintenance.

Outside of work, Jenn is studying Behavioral Science and was nominated for an Outstanding Adult Learner Award. She has a 16 year old son, Austin and they enjoy running 5k races together. She also enjoys cooking, eating, and everything summer has to offer!

Mark Your Calendar...

Catalog Schedule Here are the estimated release dates for our publications. Watch your e-mail and regular mail for these Peters Imports 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 (booth 2403) at the Campus Market Expo on March 12-16, 2010 at the Orange County Convention Center in Orlando, FL. Be sure to stop by and introduce yourself if you are attending.



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

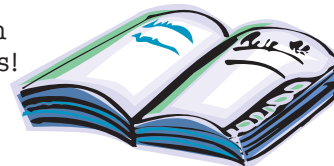
New Products were added in February that you'll want to try. See the attached flyer or visit http://www.petersimports.com/info/new_items.pdf for more information and details about:

- 2 New Tyrrell's chips flavors - Honey Roast Ham & Cranberry and Chicken & Tarragon
- Fricano's Pasta Sauce from local Grand Haven, Michigan
- Milka's new Milk Chocolate bar with Toffee Crunch
- Divine Chocolate's new Toffee Crunch Bar
- Venco Dutch licorice coins just in from Holland
- A delicious new cookie from Verkade "Nobo Sprits"
- J&M Foods introduces 10 new boxed cookies (2.5 & 6 oz). These are offered at an introductory price of 20% off from March 15 - April 23, 2010!

Also included with this edition of PIN are product changes, price changes (some actually went down) and a list of discontinued products or visit http://www.petersimports.com/info/cat_chgs.pdf

Peters Imports In The News...

Specialty Food Magazine See our ad in the March edition announcing the "Beginning of the Mania..." Chocomania that is! Discounted prices up to 54% off best selling chocolate brands will be offered March 1 - April 11. Order early for the best selection. Free cooler boxes included!



Food for Thought...

Is Chocolate Good For You? According to facts-about-chocolate.com, "Yes! The health benefits of chocolate are many...I'm talking about chocolate in its purest form - as close to the bean as you can get. The key is to find a bar with high cocoa content...The higher the cocoa content the less room there is for cocoa butter, sugar, lecithin, vanilla, milk and other stuff that makes chocolate less of a vegetable and more of a candy.

Physicians have found that moderate amounts of dark chocolate, not eaten with milk, can help lower moderately high blood pressure. Dark chocolate is also rich in antioxidants, which consume free radicals and some physicians say cause heart disease and other issues (WebMD, 2010.).

Remember this information when you are stocking up on chocolates through our Chocomania sale and use it as a selling point for your customers!



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