

# GORDON ORDERING PROMOTION CODES

An easy way to pass incentives directly to customers.



Since April 1, 2024, over 25,000 cases have been purchased by Gordon Food Service customers using a promo code. Promo codes are an easy, low-risk way to enhance digital marketing advertisements and pass immediate incentives straight to the customers who are buying your products.

## WHAT IS A DIGITAL PROMO CODE?

A promo code is an instant discount code that Gordon Food Service customers can type in at checkout in Gordon Ordering for applicable items. It is a great supplement to new product campaigns, encourages customers to try new products, and creates a sense of urgency to purchase sooner rather than later.

## HOW MUCH DOES IT COST?

That is up to you! You can set your max budget and dollar amount per case. Speak with your digital marketing specialist to identify a recommended spend. There is no cost to create a promo code - you will only pay for the redemptions once the redemption period has ended.

## WHAT DO I NEED TO PROVIDE?

*The following information is needed to set up your digital promo code:*



SKU List



Per-Case  
Discount  
(\$\$ amount)



Start &  
End Dates



Max Budget  
(if any)



Billing  
Details

## WHERE DO CUSTOMERS SEE PROMO CODES?

*Promo codes can be attached to the following digital tactics\* within Gordon Ordering:*

- Gordon Ordering Homepage Ads
- Sponsored Search Banners
- Gordon Ordering Content Pages

## BEST PRACTICES

*We see the best success with promo codes that have the following characteristics:*

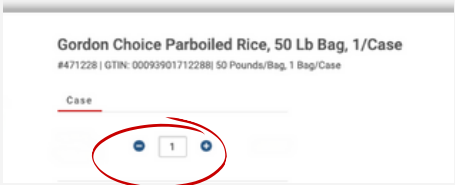
- Code is backed by 2 or more digital marketing tactics
- Best results with a minimum discount of \$3 OR at least 10% of case cost
- Run dates are at least 30 days
- SKU list has at least 3 items
- Vendor shares promo code with their vendor broker or other relevant representative, adds to point-of-sale flyers or shares on food show marketing materials



\*Can be utilized without attached digital promotion on a case-by-case basis

## HOW DO CUSTOMERS REDEEM PROMO CODES IN GORDON ORDERING?

**1**

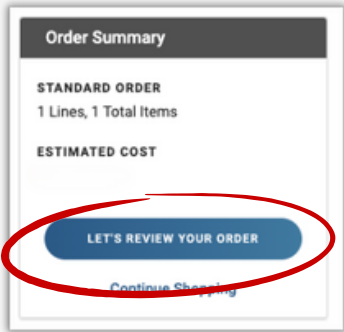


Gordon Choice Parboiled Rice, 50 Lb Bag, 1/Case  
#471228 | GTIN: 00093901712288 | 50 Pounds/Bag, 1 Bag/Case

Case

Customer adds item to cart

**2**



Order Summary

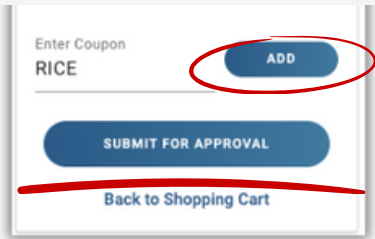
STANDARD ORDER  
1 Lines, 1 Total Items

ESTIMATED COST

LET'S REVIEW YOUR ORDER

Customer navigates to the cart & clicks "Let's Review Your Order"

**3**



Enter Coupon  
RICE

ADD

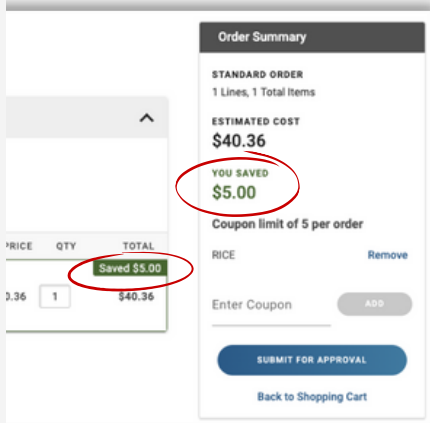
SUBMIT FOR APPROVAL

Back to Shopping Cart

Customer types in the code, clicks "Add", then clicks "Submit for Approval"

Note: Customers may use up to five promo codes per order

**4**



Order Summary

STANDARD ORDER  
1 Lines, 1 Total Items

ESTIMATED COST  
\$40.36

YOU SAVED  
\$5.00


Coupon limit of 5 per order

PRICE	QTY	TOTAL
3.36	1	\$40.36

Saved \$5.00

Code applies in cart at time of purchase

**5**



Gordon FOOD SERVICE

Gordon Food Service, Inc.  
P.O. Box 2824  
Grand Rapids, MI 49501-2824

Vendor Copy page 1 of 1

Invoice No.  
Invoice Date  
Date Range

Bill To: Vendor:

GFS Material	Material Description	PO #	Qty	Unit Rate	Misc	Total
1			1	10,000.0000		10,000.00

Page Total Amt.: 10,000.00

After promo code ends, the appropriate party will be billed for total redemptions

### ADDITIONAL THINGS TO KNOW

- Currently, Gordon Food Service promo codes can be set up as a dollar amount off per case. We cannot accommodate percentage off or multi-buys/BOGOs at this time.
- Gordon Food Service does not guarantee the success of promo codes. Success is dependent on many factors and we recommend utilizing the Best Practices to create your code.
- Gordon Food Service reserves the right of final approval and alterations to the code for any reason, including but not limited to the code itself, item availability, timing, internal and external stakeholder recommendations, and business priority.
- Promo codes are not currently available to items that have fixed pricing, catch weight products, locked order guide customers, and some contracted customers