



### ***Foodservice Membership & Marketing Programs***

**Savor NC on the Menu Mission:** To identify restaurants, their chefs and their distribution partners who are supportive in sourcing, purchasing, preparing, and promoting North Carolina products and ingredients. It serves to symbolize the importance of buying North Carolina products with a goal to heighten the awareness of local NC product and ingredient options available to restaurants and the dining public.

**Savor NC on the Menu Partner Expectations:** To constantly evaluate and be open to purchasing options that are tied to products with origins in North Carolina and a willingness to feature local North Carolina products and ingredients on menus and change as seasonal products come to market.

### **Value to our Partners:**

- Included in all current & future consumer resource directories
- Approved to use “Got to be NC” and “Savor NC” brands
- Eligibility for marketing funds (when available) for NC product purchases
- Access to key events and shows statewide and nationally. Access could be as vendor or attendee
- General restaurant marketing consultations
- NC Procurement resource either directly or thru broad-line supplier
- General Menu development for use of NC products
- General facility signage promoting our partnership
- Eligible for Cooperative advertising programs (when available)

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