



Block House

New Customer Qualifying Contact / Retail Information

Company Name: _____
Address: _____
City, State, Zip: _____
Name and title: _____
Phone #: _____ Fax #: _____
Email Address: _____ Web Site: _____

Customer's Retail Strategy (Brick & Mortar, E-Commerce, or Incentive)

Brick and Mortar Retailer

What type of brick & mortar store will the product be sold at? Choose all that apply.

Gourmet Kitchen Store Gift Store
 Specialty Retail Store Other. Specify type: _____
 Product will be sold in a store and on-line. Web site(s): _____
 None. Product will not be sold at a brick & mortar store. See below.

E-Commerce Retailer

If the product will not be sold at a brick and mortar store, will it be sold exclusively on-line?

Yes. List Web Site Addresses if different from above:
 Only one web address (above) www. _____
www. _____ www. _____

No. Product will not be sold at a brick & mortar store nor via e-commerce. See below.

Premium/Incentive Distributor/Dealer

Will the product be used as an incentive? Yes No

Please describe where and how the product is intended to be used:

Retailers, please list six kitchen electric brands that you currently sell in-store or online:

1 _____ 2 _____ 3 _____
4 _____ 5 _____ 6 _____

Retailers, will you be advertising this product?

Yes No

If yes, Via what medium? _____ How Frequently? _____

Inventory Demand and Timing

Which product categories would you like to purchase?

Brewers Accessories Portion Packs All Categories

What Quantities are you interested in purchasing?

Brewers: _____ Accessories: _____ Portion Packs: _____

If approved, when would you like to receive product? _____