



GRAND OPENING! TRADER BOB'S GENERAL STORE

Finally, there's an answer to the question: "Where can I buy one or two cases of your product?" Many consumers and small operators love your product because they've tasted it at a restaurant, seen it on television, sampled it at a trade show, or tried it when they were visiting a relative. They **HAVE** to have it. Unfortunately, they aren't a qualified foodservice distributor customer; it isn't available in their area; they aren't able to meet the minimums; or they just plain can't find it. What's worse is you don't have a mail-order department. Bummer. Not only do you not make a sale, but you also run the risk of alienating them forever. You've heard the phrase, "I wouldn't buy from them if they were the last (fill-in-the-blank) on the planet. Well, sometimes they mean it!

Out of the goodness of my heart (hah!), Roberts Company has opened "Trader Bob's General Store" to take the
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AND WE'RE GOIN' TO SURF CITY, 'CAUSE IT'S TWO TO ONE. YOU KNOW WE'RE GOIN' TO SURF CITY, GONNA HAVE SOME FUN! YA, WE'RE GOIN' TO SURF CITY, 'CAUSE IT'S TWO TO ONE. YOU KNOW WE'RE GOIN' TO SURF CITY, GONNA HAVE SOME FUN, NOW... TWO GIRLS FOR EVERY BOY!!!

ETIQUETTE CORNER

You are grateful to your server, your mechanic, your family member, or the person who has just paid you a compliment or given you a special favor. You correctly say, "Thank you."

Doesn't it bother you when the response is "No problem?"

Well... it bothers me! I never thought there was a problem, otherwise I'd have said, "Sorry for the trouble" or "Sorry for the bother." The correct response to "thank you" is obvious: "You're welcome."

(General Store - Continued)

pressure off and give you the perfect answer: "I know that you can find one case of our hard-to-find product in **"Trader Bob's General Store!"** We serve as your direct mail department. It's that simple.

Please take a minute and visualize your product in **"Trader Bob's General Store."** Click on the "Go To General Store" button on our home page:

WWW.TRADERBOB.COM



WHAT'S PLAYING ON "THE BOB?"

It's fun to be "On Hold" at Roberts Company. We've trained our CD player to loop a bunch of songs and play them over-and-over until we tell it to stop. When you call in and we need to hit the hold button, here's what you'll hear (Westbound flights):

**THE DAY AFTER EVERY USC VICTORY
FIGHT ON! • CONQUEST
SOUTHERN CALIFORNIA SPELL-OUT**

Applies to football and men's water polo only.
Basketball doesn't matter.

FEBRUARY
ONE PARTICULAR HARBOR
Jimmy Buffet

DECEMBER
RUBBER SOUL
The Beatles

By the way...we'll be right with you!

FULFILLMENT ACTIVITIES SCHEDULE

There's always something to do at Roberts Company. Of course, every day is a work day with unique challenges. Here are some of the things we've worked on during third quarter (all events reflect Pacific time zone):

S. MARTINELLI & COMPANY

After a brisk holiday season featuring traditional apple juice products, we're bracing ourselves for a flurry of lemonade sales and marketing activities. Two of the most delicious juice flavors we've ever tasted, Classic Lemonade and Pink Passion Lemonade are going to be very solid performers. Roberts Company, of course, will help fill the pipeline with appropriate samples and sales materials.

ROBINSON CRUSOE

The highest quality seafood product we've ever seen, Robinson Crusoe clams, mussels, crab, and locos are harvested from the cool, clear waters of Chile. One of the rapidly growing brands at Sugar Foods Corporation, we welcome them to **Trader Bob's General Store**. Currently a presence in retail, the brand is also taking the Foodservice industry by storm.

BAKEMARK INGREDIENTS, INC.

There has been a flurry of activity with several growing brands and a dynamic marketing department. To spread the word, the company has recently participated in several trade shows requiring special Roberts Company attention to the details of p.o.s., samples, and premiums. In addition, one of my fun projects is participating in newsletter development and production. Great fun!

FRESH GOURMET

What do high quality crunchy toppings and complete oatmeal kits have in common? They're both brain children of the marketing geniuses at Sugar Foods Corporation. You can find them in **Trader Bob's General Store**.

POPCHIPS

We recently completed a very nice Foodservice operator coupon redemption program for this unique potato chip product. Have you tried one? Delicious!

ROBERTS COMPANY

We're settled into our new office and warehouse. Hope you can visit soon!



NEW ROBERTS COMPANY FAMILY MEMBER

Unbelievably, we've never before had our own forklift. We've always rented, borrowed, begged, cajoled, and /or bribed our way into unloading pallets from incoming trucks. Finally, our very own Caterpillar! When you visit, be sure to say hi to "Steamboat Willie," our classic 3-ton baby. You can say hi to Nick, too, but he can't lift as much.

CLASSIFIEDS

FULFILLMENT CLIENT WANTED - Dynamic company wanted for inclusion in the Roberts Company client list. Must understand the importance of getting sales materials and marketing projects to the field in a professional, timely manner. Will absolutely feel comfortable letting us handle your p.o.s. materials, samples, and/or web store products and know that we'll get the job done right - every time. Other areas of participation may include targeted database projects, intrusive direct mail, and special projects, like holiday and/or gift baskets. Only one new client opening at this time. Please contact Bob immediately at (714) 650-8600 or e-mail - bob@traderbob.com.



NO LIE! FREE PIE!!!

Okay...so I lied! We really don't have pies to give away, but that has always been my favorite KFC headline! What we do have that's **FREE** is the Roberts Company logo multi-purpose hat. It's high quality, is manufactured by Land's End, and features an embroidered version of our logo with 265,845 stitches. How cool is that? Just fill in this form and fax it to our new fax number - (714) 650-8608 - and we'll send it right away!

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

E-Mail Address _____

THE BIG MOVE TO HUNTINGTON BEACH

Decisions. Decisions. What to do with a lease that expires, a warehouse full of valuables, and an established presence in Los Alamitos? Well... if you're **Roberts Company**, you pack up and move to Huntington Beach - what else?!?

We've enjoyed 15+ years in this community - safe & sound. It's been a great home. But the promise of a larger warehouse and bigger surf beckons us with an opportunity we simply can't pass up. This is it - our very last move!

Please change our contact information in your roladex.

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