



*Advertising that
Connects You
with Your Community!*

Grocery Store: Safeway

Date:
10/15/2014

Customer: Marty

Business: **Marty's Grill**

Address: 5669 Vedder Road, Chilliwack, BC V2R 3N5 Canada

Phone: (604) 824-9414

Comments:

Stuart Finnegan came to see me today at my restaurant on Vedder Road in Chilliwack, B.C. I advised Stuart that the Safeway receipts has been excellent in getting new customers, I already got my money back after 5 weeks. Customers who have never been in my restaurant have told me after using the coupon that my fish & chips are the best in town, they are telling their friends & family, I have clients who come from as far away as Richmond & New Westminister, I have customers who tell me the coupon is too good not to use, at one table the customer said they will go shopping again soon in Safeway to get another coupon. On Friday evening last I had a table of 4 people and they only used two coupons but they also purchased Caesar Salad's drinks and desserts. In the past I spent between \$25-30,000 on a radio ad with the offer, "Mention this ad for a 10% discount." The results were poor. The Safeway receipts have been the best advertising for results much better than the local newspaper. I advertised in the local sports hall and got no results. While Stuart was here for one hour 2 coupons were used. The Safeway receipts for me has been the best way to win new customers, I am very happy with the results and I will continue my advertising with the receipts, thanks to all the design team for a great job and the staff in



Register Tapes for the customer service.

Signature:

Marty

