



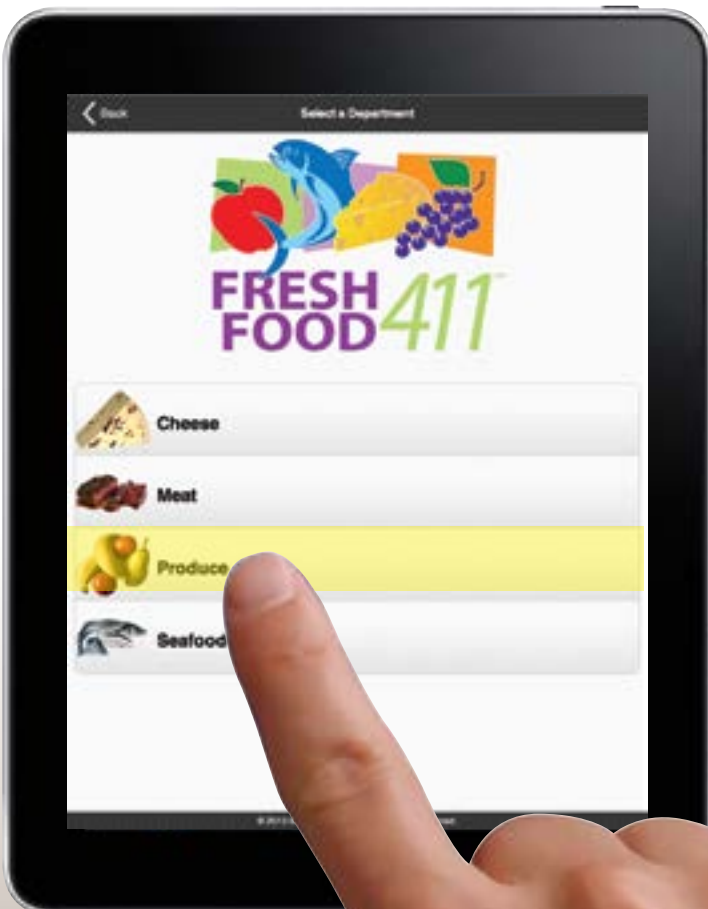
## The Blanc Industries Signage & Display Group Introduces the *Fresh Food 411*™ Interactive Kiosk



The Blanc Industries Signage & Display Group  
[www.blancind.com](http://www.blancind.com)

# It's here! The latest innovation in customer engagement: The *Fresh Food 411*™ Interactive Kiosk.

The Blanc Industries Signage & Display Group introduces the *Fresh Food 411*™ Interactive Kiosk. The kiosk combines cutting-edge technology with on-demand information in one sleek package to enhance the shopping experience. Consumers access pertinent information via a touchscreen tablet set in a secure enclosure mounted on a sturdy metal (or wooden) kiosk. The slim kiosk has a modest footprint, which makes it retail space friendly. Our ever-expanding *Fresh Food 411*™ Interactive Kiosk allows consumers to select categories like recipes, nutrition, general information and trivia pertaining to an item in the produce, cheese, seafood and/or meat department. These perishable departments, as well as the delicatessen and bakery departments, are all customizable to meet your needs.



# What is the *Fresh Food 411*™ Interactive Kiosk?

The *Fresh Food 411*™ Interactive Kiosk is an innovative program offering your customers instant access to information like selection tips, recipes, wine and beer pairings, nutrition facts, history, general info and trivia for a variety of perishable food departments including: cheese, deli, meat, produce and seafood. The information is delivered via a technologically nimble touchscreen tablet that is set in a sleek black metal or wooden kiosk.

## What is the value?

Stop customers in their tracks with a new shopping experience sure to take the supermarket industry by storm—and increase your bottom line. In fact, a recent article in *Supermarket News* on buying behaviors, stated that consumers most often searched for nutrition analysis, recipes and general information.

The slim line kiosk, promotes customer engagement and loyalty by offering on-demand, pertinent information like selection and storage, wine and beer pairings, nutrition facts, preparation tips, recipes, general info and trivia for cheese, meat, produce and seafood departments with customizable options for delicatessen and bakery departments also available.

Designed for use in one or more departments, the interactive kiosk can accommodate a single department or simply mix-and-match departments to suit your business needs. Ask one of our sales team how this program will equip your business for success!

## Can it be customized?

Each kiosk can be customized to fit the unique specifications and needs of each department or supermarket. In addition to customized perishable food departments, delicatessen and bakery departments are also available. For more information please call 888-332-5262 to speak to a member of our sales team or visit us at [www.blancind.com](http://www.blancind.com).



# Customers will search their favorite produce items, unique food finds and seasonal offerings for interesting information that will have them savoring its goodness in no time!

The *Fresh Food 411™* Produce Department offers your customers value-added information. They can seek fresh ideas on old favorites or learn about unique varieties at their peak for unparalleled flavor. With over 840 items to peruse (more constantly being added), perhaps their find will become a new family favorite!

## Here's how it works:

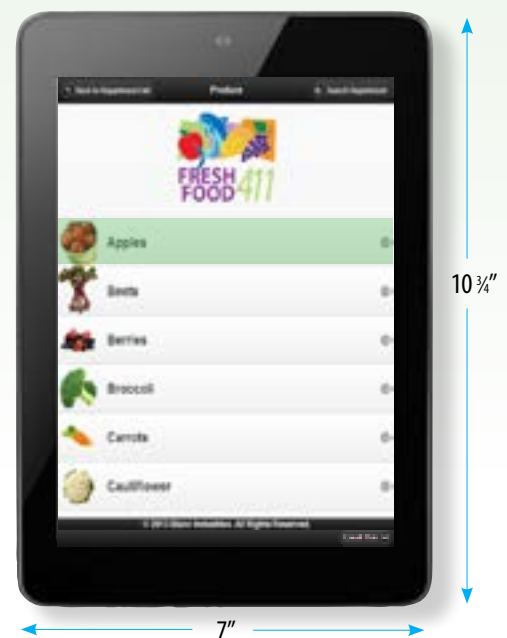
1. Customers simply tap a produce category.
2. Choose an item.
3. Pick a menu tab.
4. Email the information (optional).

## Here's what the customer will see:

- **Selection and Storage:** An easy-to-follow guide to choosing the freshest produce, as well as storage tips to prolong shelf life and save money.
- **Nutrition Facts:** The U.S. Food and Drug Administration's Nutrition Facts Label provides an easy-to-read breakdown of calories and nutrients per item. Aids customers in making smart choices for a healthful lifestyle.
- **Preparation and Recipe:** Super-simple steps to get the most from the produce, including ideas and featured recipe highlighting its flavor and health benefits.
- **General Information and Trivia:** Offers detailed information accompanied by a fascinating and/or fun factoid. Supplies instantaneous in-the-know insight to consumers, thereby creating healthy eating experts on the spot.



*The Fresh Food 411™ Kiosk is the perfect complement to our QR Code Produce Inserts! Purchase both and save!*



# Check out the new cheese cheat sheet!

Customers will say "Cheers!" to cheese information with wine and beer pairings at their fingertips.

## Other highlights:

- Cheese Categories By Milk Type
- General Information
- Pairings
- Storage Tips
- Health Benefits
- History



# Become seafood savvy in seconds!

Customers in a cooking quandary? Super-easy recipes and cooking techniques will have them dining in a dash!

## Topics include:

- Seafood Categories
- Selection And Storage
- Nutrition Facts
- Cooking Basics/Recipe
- Sustainability
- Health Benefits

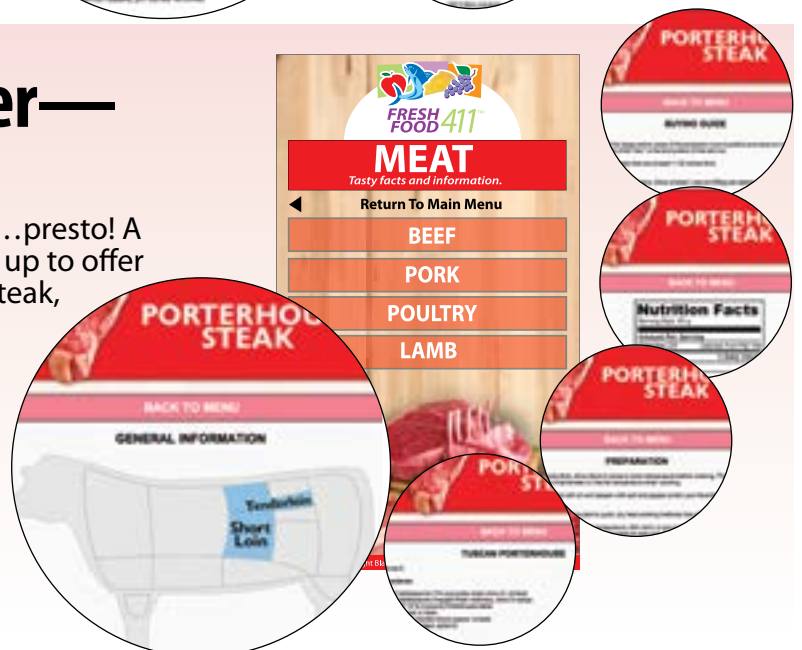


# Better than the butcher—in a blink!

Customers choose the category, then the cut... presto! A buying guide and best cooking method pops up to offer everything they need to ensure a successful steak, chicken or pork dinner!

## Information includes:

- Meat Categories
- General Information
- Buying Guide
- Nutrition Facts
- Preparation
- Recipe





**Try it for yourself!**  
*Log on to:*  
**freshfood411.com/demo**



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