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Thanks for taking the time to fill out the information below. We know it's sort of unusual to ask one's potential clients to fill out an application of this sort. However, we are strongly committed to building mutually rewarding, long-term relationships with our customers and we want to do our best to make sure that we will be able to effectively meet your needs. Once we start selling our breads and pastries yo you, we want to keep selling to you for many, many years. Consequently, we give great thought to which food stores, restaurants and cafés we sell Zingerman's breads and pastries to, and we like to get to know the people who will be purveying our products.

Date: \_\_\_\_\_ Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Delivery Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Your Name: \_\_\_\_\_

Please share with us a short history of your business: \_\_\_\_\_

Who owns your business? \_\_\_\_\_

In a few sentences, tell us what makes your business special: \_\_\_\_\_

From whom do you currently buy bread? \_\_\_\_\_

How many loaves per week are you currently purchasing? \_\_\_\_\_

Do you envision replacing their product with ours or offering both side by side? \_\_\_\_\_

From whom do you currently buy baked goods and pastries? \_\_\_\_\_

How many pieces per week are you currently purchasing? \_\_\_\_\_

Do you envision replacing their product with ours or offering both side by side? \_\_\_\_\_

Would you be interested in participating in staff training on our breads and pastries which we make available to our wholesale customers? \_\_\_\_\_

Would you be interested in participating in promotions we might run to increase sales of Zingerman's bread and pastries?  
\_\_\_\_\_

Why would you recommend to us that we select your business to offer Zingerman's Bakehouse products over others in your area?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Zingerman's Bakehouse wholesale customers are eligible for a discount on tuition for ZingTrain (Zingerman's Training Inc.) seminars. Would you be interested in learning more about this? \_\_\_\_\_

What special delivery needs do you have? \_\_\_\_\_

Do you have any interest in distributing Zingerman's breads and pastries to other businesses in your area? Do you currently distribute other products? if so, which ones?  
\_\_\_\_\_

What else would you like us to know about you?  
\_\_\_\_\_

What else would you like to know about us?  
\_\_\_\_\_

We greatly appreciate your taking time to respond to these questions. We like to invite potential Bakehouse customers to Ann Arbor to tour the Bakehouse and have lunch in our Bakeshop and visit Zingerman's Roadhouse, Deli and Creamery. One of our sales staff with contact you in the next week to update you on next steps.



All new Zingerman's Bakehouse accounts open on a 90-day orientation period. This is an opportunity for all involved to make sure that the relationship is the one that they had hoped it would be!