

# BLUE RHINO

## Profit from the #1 propane exchange brand at your store!

Want new profit dollars and strong margins through a national brand that can help drive customer loyalty to your store? Look no further than Blue Rhino, America's #1 brand of propane tank exchange.

### Delivering value

- With Blue Rhino, you get extraordinary value:
- Tanks of unmatched quality
- The best Direct Store Delivery team in the business
- Helpful service from our Customer Care team
- Marketing programs that drive awareness and sales

Best of all, Blue Rhino is a premium brand.  
A brand that outsells everybody else in the category.



## CONSUMER SERVICES



### WHY CHOOSE UNFI?

UNFI's Blue Rhino Propane Cylinder program offers a number of great benefits:

- One-time incentives on your propane cylinder cage placement
- Ease of payment (billed on your weekly retailer statement)

# BLUE RHINO

## Profit from the herd

Blue Rhino makes it easy for you to make money with propane.

We will:

- Deliver product based on sales history, weather and store location (In case of unexpected demand, just call, email, or fax us)
- Handle all regulatory requirements
- Conduct store training
- Provide free insurance coverage (\$10 million general liability insurance)
- Invoice and report via handheld terminals
- Install high-impact propane display signs at no cost to you
- Furnish free point-of-purchase materials to help drive your sales
- Help you and your customers via our toll-free Customer Care hotline
- Help you sell more grilling-related products

## Best of all, here's what a typical retail store can make with Blue Rhino:\*

PROJECTED ANNUAL REVENUE: \$10,300

PROJECTED ANNUAL PROFIT: \$3,950

## Many display signage options are available!



## CONSUMER SERVICES

### FAST FACTS

# 63%

of all grills are propane fueled

# 75%

of propane grill owners grill at least once a week in the summer

# 340M

gallons of propane per year sold for grills alone

### SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Store Name: \_\_\_\_\_ Store #: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact: Norm.P.Neike@UNFI.com P: 952-906-6618

**UNFI**   
PROFESSIONAL SERVICES