Celebrating 60 Years

YEARS
1952-2012

HAWKEYE
FOODSERVICE
DISTRIBUTION, INC.

60 Years of Family Owned Values & Commitment

Help Us Celebrate at the

IOWA BUYING SHOW

Hawkeye Foodservice Distribution — *fast • focused • friendly*

January 23, 2012 from 9 am - 3 pm
Iowa State Fairgrounds - Des Moines, Iowa
Located in the Varied Industries Bldg.

Over 200 Featured Items | Customized Show Books
8 Weeks of Show Shipping | $25 Gas Card & More!

Customer Appreciation Party - January 22, 2012
Join us the night before the show from 6:30 - 10 pm for appetizers, drinks and live music by Tasty Trigger!

Holiday Inn Airport
6111 Fleur Drive
Des Moines, IA

PRE-REGISTER ONLINE!

(800) 272-6467 / www.hawkeyefoodservice.com

SHOW SEMINARS

ServSafe

ServSafe Instructor: Irene Duffy - Sunday, January 22
8:00 am - 5:00 pm Holiday Inn Airport, Des Moines, IA
Help protect against foodborne illnesses by creating food safety awareness. This class is being offered at no cost, however it is limited to 35 people. To ensure you do not miss out on this seminar, please pre-register with your sales representative today!

Upscale Proteins: Aaron Scholl - 10:00 am Show Floor
Upgrading the quality of your Center of the Plate items is a great way to increase your bottom line. Hawkeye's COP specialist Aaron Scholl will demonstrate the qualities of upscale beef and pork and show you how to maximize their potential. Learn how to market these items and quit losing customers on quality.

All About Desserts: Chef John Kennedy 12:00 pm Show Floor
Looking to add to your check average? Selling more desserts is a great way to enhance your profits. Chef John Kennedy from Wells Blue Bunny will show you numerous ways to incorporate ice cream and many other items into new ideas for desserts.

GRAND PRIZE GIVEAWAYS!

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Every attending account will have a chance to win a 60" Flat Screen TV, an Apple iMac Computer or BOSE Surround Sound! *Drawings held at Noon, 1:00 & 2:00 pm. Need not be present to win.*

BOSE