



# BRAVEHEART

## GOLD CLUB



CUSTOMER TOOLKIT

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# WELCOME



Congratulations on joining the gold standard in beef! Braveheart represents the highest quality Black Angus beef products on the market, and as a member of the Braveheart Gold Club, you will earn rewards for every exceptional pound of fresh and boxed beef you purchase.

With more than 2,000 Braveheart items eligible for rewards and new items added monthly, it's never been easier to get cash back when placing an order! To start earning rewards, simply purchase your favorite fresh Braveheart boxed or ground beef products. As you make eligible purchases, rewards will automatically be added to your Meal Ticket reward dashboard. Your reward balance will build until the next scheduled redemption cycle, which occurs quarterly. Each quarter, rewards are automatically redeemed for accounts with a balance of \$50.00 or more. You'll receive your balance on a MasterCard gift card, which can be used anywhere MasterCard is accepted.

Our valued customers are the heart of our business, and we are thrilled to start rewarding you today through the Braveheart Gold Club! Full details on the reward levels, registration process, redemption process, frequently asked questions, and Meal Ticket reward dashboard can all be found throughout this document. If you have any questions, please contact our team at [BraveheartGoldClub@pfgc.com](mailto:BraveheartGoldClub@pfgc.com).



# LEVEL DETAILS



Within the Braveheart Gold Club, each member's reward rate will be determined by their average weekly purchase volume. The more you purchase, the more you earn!

Your reward level will be determined as you make your eligible purchases throughout each month. Depending on your purchases, your reward level might change between each month and product category. Please see the images below for full details on the minimum purchase volume requirements and the reward rates for each level.

## BOXED BEEF REWARD LEVELS

### GOLD

**\$0.05/LB**

monthly cashback reward

Members who purchase between 60-299 lbs. per week will fall into this level.

### PLATINUM

**\$0.10/LB**

monthly cashback reward

Members who purchase between 300-649 lbs. per week will fall into this level.

### DIAMOND

**\$0.15/LB**

monthly cashback reward

Members who purchase 650 lbs. or more per week will fall into this level.

## GROUND BEEF REWARD LEVELS

### GOLD

**\$0.02/LB**

monthly cashback reward

Members who purchase between 30-149 lbs. per week will fall into this level.

### PLATINUM

**\$0.06/LB**

monthly cashback reward

Members who purchase between 150-324 lbs. per week will fall into this level.

### DIAMOND

**\$0.09/LB**

monthly cashback reward

Members who purchase 325 lbs. or more per week will fall into this level.



# MEAL TICKET DASHBOARD



The Braveheart Gold Club program is held on the Meal Ticket reward dashboard. To find this dashboard, please visit [www.mealticket.com](http://www.mealticket.com).

As a member of Braveheart Gold Club, this reward dashboard can be used to view which products are earning you rewards, your reward level, and your reward balance. Follow the steps in the instructions provided below to find your account's dashboard.

## HOW TO LOGIN TO MEAL TICKET REWARD DASHBOARD

### STEP 1

Visit [www.mealticket.com](http://www.mealticket.com) and login.

### STEP 2

Login to the Meal Ticket dashboard using your primary contact email. If you need a primary contact email added or to have your password reset, please reach out to [BraveheartGoldClub@pfgc.com](mailto:BraveheartGoldClub@pfgc.com).

### STEP 3

Select **Programs** on the left, then **Program List** from the drop down options

### STEP 4

Select **Braveheart Gold Club - Boxed Beef** or **Braveheart Gold Club - Ground Beef**

### STEP 5

Welcome to the Braveheart Gold Club dashboard! This page should display the program name at the top followed by your account name and reward balance.

You might see the following headers displayed on the dashboard. Please use the guide below to determine the meaning of each section.

- **PRODUCTS:** This section will display the products that have earned your rewards. To see these earnings, click "Rebate Total" twice and the most rewarded products will be shown at the top.
- **EARNED:** This will show the total value of rewards earned.
- **REDEEMED:** This will show the total value of rewards redeemed.
- **BALANCE:** This will show your current redeemable balance.
- **START DATE AND END DATE:** This will indicate which month the rewards were earned in.



# REDEMPTION DETAILS



**Earning rewards has never been easier!** As a Braveheart Gold Club member, you will receive your rewards in the form of a MasterCard gift card.

## **EVEN BETTER?**

No action is needed to redeem your rewards.

## **AUTOMATIC REDEMPTIONS**

As you purchase eligible Braveheart items, rewards will automatically be added to your Meal Ticket reward balance.

Your balance will continue to grow until the next quarterly redemption cycle. Every quarter, if your balance is \$50.00 or more, we'll redeem your rewards for you.

For those with a balance under \$50.00, don't worry! Your rewards will continue to build on the reward dashboard until the next redemption cycle.

## **ENJOY YOUR REWARDS**

Once processed, your balance will be added to a MasterCard gift card and shipped to you, ready for you to use anywhere MasterCard is accepted. Reward cards with a value over \$1,000.00 will be shipped through FedEx, and cards with a value under \$1,000.00 will be shipped through USPS. To update your shipping address please contact our team at [BraveheartGoldClub@pfgc.com](mailto:BraveheartGoldClub@pfgc.com)



## WHO CAN I CONTACT WITH ANY PROGRAM ISSUES?

Please contact [BraveheartGoldClub@pfgc.com](mailto:BraveheartGoldClub@pfgc.com) with any questions or issues.

## WHEN WILL I START EARNING REWARDS?

You will begin earning rewards the date you are registered for the program by your sales representative. If you registered mid-month, your eligible purchases will earn rewards from the date of registration to the end of the same month.

## WHAT TYPE OF PURCHASES QUALIFY FOR CASHBACK REWARDS?

All fresh Braveheart boxed and ground beef products purchased from Performance Foodservice are eligible to earn rewards. Frozen and fresh to frozen products will not be included. To verify the products that you purchase are eligible for rewards, view the item list on [page 9](#).

## WHAT IF I PURCHASE BOTH FRESH BRAVEHEART GROUND BEEF AND FRESH BRAVEHEART BOXED BEEF?

If you purchase both fresh Braveheart ground beef and fresh Braveheart boxed beef, you fall into one of the levels for each category and will be rewarded accordingly. You may qualify for different levels for each product type.

## HOW IS MY REWARD LEVEL DETERMINED?

Your reward level will be determined by your average weekly purchase volume within each product category (boxed and ground). Full details on each reward level can be found on [page 4](#).

## HOW ARE REWARDS CALCULATED IF I OWN MULTIPLE LOCATIONS?

For owners with multiple locations, your reward level will be determined by each location's individual purchases. The rewards across multiple locations can be combined and paid out via one card upon request. To request, contact your sales representative or email [BraveheartGoldClub@pfgc.com](mailto:BraveheartGoldClub@pfgc.com).

## CAN I VIEW MY REWARDS PROGRESS THROUGHOUT THE MONTH?

Yes, you can view your reward progression on your Meal Ticket reward dashboard. Instructions to access this dashboard can be found on [page 5](#).

## HOW DO I GET ACCESS TO THE MEAL TICKET REWARD DASHBOARD?

Your Performance Foodservice sales representative can help you access the dashboard by adding your email address to your account. After this is added, you'll receive an email with instructions to set a password for the dashboard. Once completed, you'll be able to login and view which products are earning you rewards and your reward balance.

## HOW OFTEN WILL I RECEIVE A REWARDS CARD?

How often you receive a reward card will depend on your reward balance. Each quarter, rewards are automatically redeemed for accounts with a balance of \$50.00 or more.

## HOW DO I CHANGE MY SHIPPING ADDRESS FOR MY REDEEMED REWARD CARDS?

To change your shipping address please contact our team at [BraveheartGoldClub@pfgc.com](mailto:BraveheartGoldClub@pfgc.com).





Check out a list of items at the link below.

**BHGC ItemList**

