



BRANDED FOODSERVICE EQUIPMENT & MERCHANDISING PROGRAM



SUPPORTED BY



FOOD
CONCEPTS
INC.

BRONZE LEVEL NEW TO FOODSERVICE

Foodservice is one of the convenience store industry's fastest growing and highest profit margin categories. Branded equipment and merchandising program is crucial to optimizing foodservice sales - with even minor upgrades increasing sales by 35% or more. WAM has great solutions for retailers just starting out in foodservice.

THE BASICS:

- Microwave
- Countertop Cooler
- Condiment Racks
- Branded Slimline Hot Case Warmers



TO VIEW EQUIPMENT AVAILABLE THROUGH YOUR WAM DISTRIBUTOR,
PLEASE REGISTER TODAY AT DOC.FCIPROS.COM

SILVER LEVEL EXPANDING FOODSERVICE

As retailers expand to the next level of foodservice, they increase their food capabilities. More foods options such as bakery, roller grill items or slushy means they need larger equipment to hold more core items. WAM offers a catalog of easy-to-use and affordable foodservice equipment that is favored in the convenience channel. WAM has what you need to quickly and efficiently get your food cooked and ready to merchandise.

THE CORE:

- Bakery Cases
- Branded Hot Case Warmers
- Roller Grills
- Condiment Units
- Ovens
- Cooler & Category LED Sign System
- Frozen Beverage Dispensers
- Smallwares
- Small Open Air Cooler



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GOLD LEVEL

FULLY COMMITTED TO FOODSERVICE

At the gold level, retailers are in full foodservice mode. They are committed to baking from dough, cooking/frying fresh meat and assembling of items such as sandwiches or grab n' go items. Retailers at this level are a foodservice leader!!

THE LEADERS:

- Open Air Coolers
- Air Fryers
- Large Capacity Ovens



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FOODSERVICE EQUIPMENT

WAM and FCI, offer the best selling foodservice equipment at competitive prices! Talk to your WAM distributor sales rep about how you can access the WAM/FCI portal to check out the items available and pricing.

ROLLER GRILLS



OVENS & AIR FRYERS



WARMERS & STEAMERS



COOLERS & FREEZERS



CONDIMENT UNITS





**DESIGN
SERVICES**

**PRODUCTION
& MANUFACTURING**

FCI

**PRINT
SERVICES**

**FOODSERVICE
EQUIPMENT**

**AS A VALUED WAM MEMBER,
YOU CAN TAP INTO A MULTITUDE
OF FCI'S CORE COMPETENCIES.**

With a design studio that specializes in foodservice branding, state of the art print equipment and a production department building expert solutions, FCI is the retailer's one stop shop for branded foodservice programs.

DESIGN SERVICES

3D MODELING & INTERACTIVE DESIGN



DESIGN AGENCY SERVICES & BRAND DEVELOPMENT



PRODUCTION & MANUFACTURING

DISPLAYS & RACKS



KIOSKS & CABINETRY

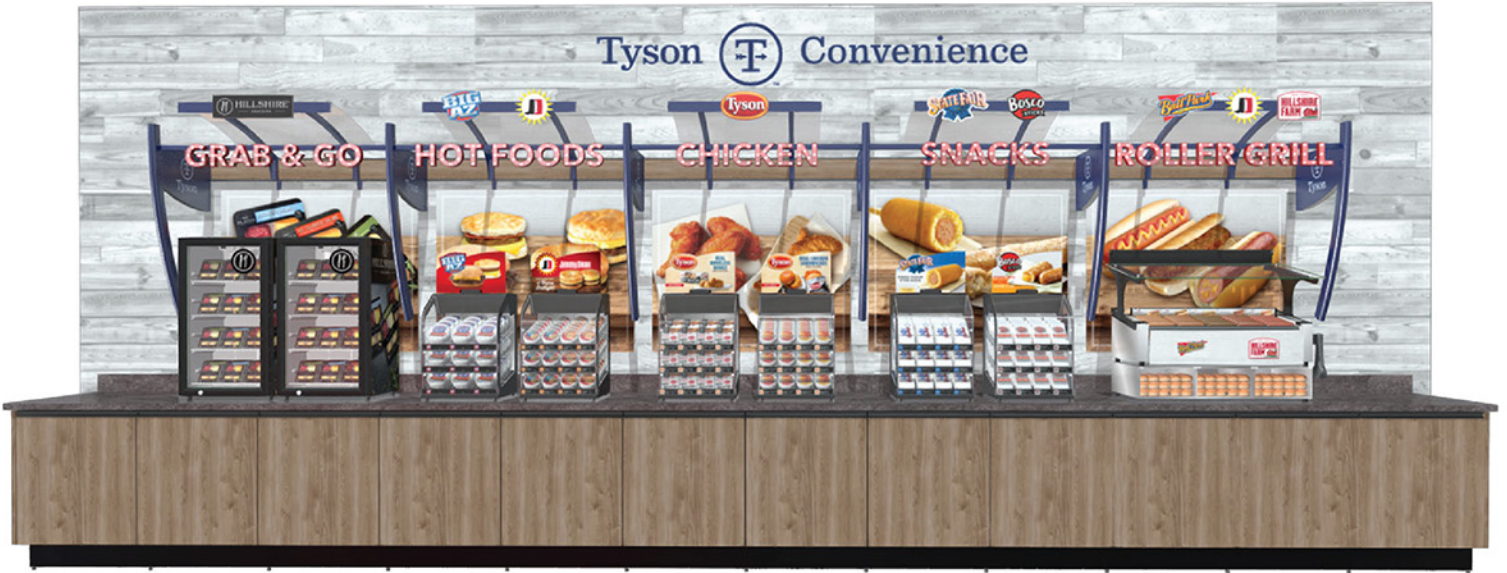


CUSTOM SOLUTIONS



PRINT SERVICES

CATEGORY-BY-CATEGORY FOODSERVICE BRANDING



EQUIPMENT WRAPS & TRADE DRESS



MENU BOARD & DISPLAY MERCHANDISERS



POINT OF SALE MATERIAL

