



WAM COOLER PROGRAM

WAM cooler program was developed for WAM retailers ONLY! A retailer can acquire a cooler for “free” from their WAM distributor for use in their store. There are requirements that must be met:

1. Must order cooler through WAM distributor.
2. Agree to cooler being placed in foodservice or high traffic area.
3. Take a distribution of one case each of the items that fills the cooler. Two options on schematic – with or without Hot Pockets.
4. Set the cooler to the schematic assigned and let WAM distributor representative take a photo of the cooler set to the schematic.
5. Keep planogram in tact over the course of the equipment life.

Planograms. Two planograms are available to use. The cooler must be set to either one. The only difference is first planogram does not include Nestle Hot Pockets in it and the second one does:



Cooler Ownership. The cooler is property of the WAM distributor since they are the one who paid for the cooler. If a customer leaves, distributors have the right to take the cooler back, even after a couple of years.

Cooler Reimbursements (Distributor Only).

1. Cooler is shipped to the store, WAM confirms through weekly sales data.

2. Store must receive a shipment of all items that will fill the cooler and planogram requirements from the distributor.
3. The cooler must be set to the cooler planogram (should be done by your rep)
4. Photo taken of the cooler/ set planogram and uploaded into the portal. Best to take right after the planogram is set.
5. DE and WAM review photos and when the image is “approved” the cooler is eligible for payment. WAM pays the cooler payment early the following year after we confirm all coolers, photos and approvals. Its best the reps set the cooler and take the photo as soon as they can to avoid not getting reimbursed.

Cooler Issues. If a cooler stop working properly, the store (or WAM distributor rep) should reach out to the Admiral Craft Warranty department (1-877-672-7740) with the model and serial numbers and a service ticket will be issued.

Maintenance work on Cooler. The store can use which ever provider they want for “service”. For warranty work, Admiral craft will assign a service provider. the coolers are guaranteed for the first two years.

Cooler Return. If a customer leaves the distributor, technically the cooler is owned by the distributor and should be returned. The cooler can be reassigned to another store however, if the unit has already been paid for by WAM, then it can’t be used for the new placement program and billed for again.