



1200 Broadway, PO Box 699,
Imperial, NE 69033
308-882-5389
308-882-4574 (fax)

To Our Customers:

After a couple of years off, it is again time for...Imperial Super Foods' report card and recommendations for improvement. Through your suggestions, we learn what areas that we can improve and what new items or services you would like to see at your grocery store.

As many people change their cooking and eating habits, Imperial Super Foods has tried to meet your needs. These changes include having items ready to cook in the meat department, cooked and ready to eat in the deli area, and frozen items that are high quality and can be ready quickly. Additionally, we continue to expand your produce choices and other specialty items.

Please let us know what you buy out of town or from the discount chains and whether it is due to selection or pricing. We will work on those items and try to accommodate your requests.

Additionally, please provide comments about our staff so that we can let them know what they are doing well and where they need to improve. Your comments can be anonymous or you can include your name.

We would like to know other areas to focus in order to make some short and long-term plans for the store. If you would like to make any suggestions, we have included a form on the back of this letter that you can use, send us an email, or best of all, talk to us in the store or on the telephone. Written suggestions can be put in a suggestion box that will be located on top of the pop cooler in the front of the store.

Thank you for helping us provide the services you need and thank you for choosing Imperial Super Foods as your grocery store.

Sincerely,

Brad & Jill Moline and the Super Foods Gang
bmoline@gpcom.net



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COMMENT FORM

1. Appearance, Lighting and Store Layout Poor 2 3 4 5 Great

2. Quality, Freshness, Cleanliness Poor 2 3 4 5 Great

3. Friendliness & Employee Knowledge Poor 2 3 4 5 Great

4. Product Availability and Pricing Poor 2 3 4 5 Great

5. Meat Selection, Service, & Quality Poor 2 3 4 5 Great

6. Lunch Items Poor 2 3 4 5 Great

7. New Items or Services You Would Like to See

8. Advertising – Do you look at our weekly ad? Yes/No If yes, do you look at the ad – Store Copy, Mailed Copy, Newspaper insert, on-line. Do you visit our website Yes/No Do you follow on facebook? Yes/No

9. Other Comments

Name and Phone Number (not required) _____

Thank you,
Brad & Jill and the Super Foods Gang