



KRAMER BEVERAGE

ADVANCED SELLING

NEW AND IMPORTANT CHANGES TO ORDERING PROCEDURES

EFFECTIVE FEBRUARY 1ST, 2024

- The order minimum will now be \$400 to receive a delivery.

EFFECTIVE MARCH 1ST, 2024

- See below for new schedule of when orders must be submitted to ensure delivery on assigned day(s).

DELIVERY DAY	ORDER DAY AND CUTOFF TIME
MONDAY	THURSDAY BY 5:00 PM
TUESDAY	SUNDAY BY 5:00 PM
WEDNESDAY	MONDAY BY 5:00 PM
THURSDAY	TUESDAY BY 5:00 PM
FRIDAY	WEDNESDAY BY 5:00 PM

**IF YOU MISS YOUR ORDER DAY OR CUTOFF TIME, YOU
WILL RECEIVE DELIVERY ON YOUR NEXT DELIVERY DAY.**

FREQUENTLY ASKED QUESTIONS ON THE REVERSE SIDE



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FREQUENTLY ASKED QUESTIONS

When will these changes begin? The minimum order increase will begin February 1st and Advanced Selling will begin March 1st.

Why is Kramer Beverage making these changes? These changes will allow Kramer to pick and load more of our trucks during the work day prior to your delivery instead of overnight. It also gives us more time to adjust manpower as volume fluctuates. These changes will significantly improve the quantity and quality of employees we are able to recruit to perform this work. In turn, this will improve efficiency, accuracy, and consistency in the service we provide to our customers.

What are some of the benefits to me as retailer from these changes? Previously our order cutoff time was 1:00 PM, now retailers can add/change their orders until 5:00 PM. This allows your Kramer representative extra time to consult on specific business needs.

How can I prepare for these changes? Have discussions with your Kramer representative regarding changes prior to March 1st. Take advantage of tools such as our online ordering portal which can be accessed at portal.kramerbev.com.

Can I make changes to my delivery day? There are several factors that need to be considered before we can change a permanent delivery day. Please contact your Kramer representative if there are any concerns with your permanent delivery day. We will make every effort to meet our customers' requests.

Will my delivery day change? There are some permanent delivery day changes that we will need to make to sustain an efficient operational model. We will work directly with those customers affected to find a collaborative solution.

Can I add to my order after it's been placed and how should I proceed? You can modify your order until the order cutoff time. Any additions after the order cutoff time will be sent on your next delivery day. Please contact your salesperson to make any changes.

What happens if there is a mistake on my order? When a mistake is identified, contact your Kramer representative as quickly as possible. They will contact our Operations department and get back to you on how we will be able to correct the error.

Need Help with the Online Ordering Portal?
Click [here](#) for a video demonstration of the online ordering site.