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HIC E-News Goes Weekly!

Launched in March 2008, the ever popular HIC E-News now goes weekly. That's right – 52 issues a year! It's still faster than the U.S. mail, more environmentally conscious than a ream of paper, and able to reach thousands of customers in a single click. Packed with leading-edge product information, it's become the one-stop sales tool and information resource for culinary retailers around the country.

The advantages to our customers abound:

FREQUENCY – The **HIC E-News** will be produced 52 times a year, bringing the most current news, industry information, promos and communication to our customers.

GRAPHICS – The **HIC E-News** includes full-color product images.

ACCESS – The **HIC E-News** offers links to ads, promos, resource sites, HIC items in the news, full-size printable, downloadable supplements and pricelists.

PAPER REDUCTION – No need to print out the **HIC E-News** – HIC has its own archive on the “What's New” section of our website – to view previous **E-News** issues, visit www.HaroldImport.com – and if you're just joining the E-News mailing list now, don't forget to go to the archives and find all the free recipes you've been missing!

FREQUENCY, GRAPHICS, ACCESS and **PAPER REDUCTION** are just some of the many advantages that the **HIC E-News** will bring.

Here is a sample of what our customers are saying:

"I find Harold's E-News Bulletin insightful, proactive and customer driven. Harold has continued their superior status as the vendor of choice for small retailers, like myself. As the owner/operator in business for 30 years, we have a strong culinary customer base. So it is very important to respond quickly to their specific needs. Harold meets that challenge consistently and their weekly bulletins inspire me to review and update my assortment by working closely with Harold's inside/outside experts. Remember though, their pack is only 1, and they are not changing it for anyone...I love that."

— Chris Wiedemer, Owner
Cooks World
Rochester, NY

Sign up for your free subscription by sending an e-mail to info@HaroldsKitchen.com. Please include your business name, zip code and e-mail address so that we can update our records and add you to the **E-News** list.

Not an HIC customer yet? Visit www.HaroldImport.com, click on MEMBER LOGIN, then click “to become a new HIC customer, please click here.”

As always, our goal is your success!