



Restaurant Operator's Cooperative, Inc.

Prospective Member,

Restaurant Operator's Cooperative, Inc. is a purchasing group created by local independent Operator's like yourself. Our mission is simply to negotiate price and volume purchasing contracts with manufacturers, distributors, and service providers. In addition to lower everyday pricing, many of these contracts also provide for rebates and incentives that increase savings even further. By leveraging our combined strengths we can lower our costs, increase our profits and compete more effectively with national chains. It is that simple.

While the "bottom line" is important to all of us, the R.O.C. board of directors also holds all vendors to an extremely high standard of customer service. The R.O.C. board frequently mediates customer service issues between vendors and members to insure that this standard is achieved. This is no small feat when you consider the size of the vendors and manufactures in our market place.

To bring all this power to bare upon the market place requires only one simple action by all our members: participation in our programs. All our strength lies in our ability to commit to high volume purchasing contracts. This is the reason that compliance is a major requirement for all ROC members and is closely regulated by the board and its committees.

If you have any questions regarding our organization, please feel free to call our office. We look forward to the opportunity to review your application.

Thank you for your interest in joining Restaurant Operator's Cooperative.

Evan Christou, President



Member Benefits

NATIONAL ACCOUNT PRICING

Power in numbers. ROC has been extremely successful in negotiating national account pricing on items all our members use. Like PEPSI, ECOLAB, MCAINS/OREIDA, HEINZ, and many more.

MANUFACTURERS' REBATES

This purchasing power is then leveraged to drive rebate programs within all our contracts. The savings is then passed on to our members directly off invoice or in a dividend check at the end of the year.

INCENTIVE PURCHASING PROGRAMS

Even more incentives are written into our major contracts. Like a "Drop Size Discount" or "Prompt Pay Discount" on your vendor deliveries that can add up to over a 1 1/2% discount on every invoice.

SEMINARS AND INFORMATION RESOURCES

Throughout the year ROC provides our members opportunities to learn more about their industry. Sponsored by our purveyors and brokers several seminars will help educate you on topics like FOOD SAFETY, SERVER TRAINING, SEAFOOD, and many more.

GROUP STRENGTH WHILE MAINTAINING INDIVIDUALITY

ROC is a tightly knit group of local restaurateurs who by their very nature are extremely independent. After all, it's our individuality that makes us stand out from the "chains" we are competing with. It is the purpose of the group to enter into agreements with manufacturers and distributors that provide the greatest flexibility and selection while maximizing the purchasing power of the entire organization.

OUR POWER IS BEHIND YOU

If you are having problems with one of our approved vendors and just can't get satisfaction, or perhaps you would like a specific product brought in, but don't know how to get it done - just call the ROC office. You now have the voice of 100+ restaurants behind you.

LOW COST OF MEMBERSHIP

ROC's membership fee is a one time investment of only \$500 (plus a \$100 application fee). All other administrative fees and expenses are paid by rebates accumulated in your account.

ASSOCIATE MEMBERSHIP

If you are still not convinced, ROC also offers an Associate Membership. You can join ROC on a 6 month trial basis for only the \$100 application fee. During this period you will be able to enjoy all our programs and pricing. You will not receive any of the accumulated rebates while you have Associate status. However, you will receive a report showing how much more you would have saved had you joined as a full member. Before your trial period expires you will be invited to a board meeting to discuss your options and answer any questions.



Participation Guidelines

Restaurant Operators' Cooperative mission is to improve the competitiveness of our member restaurants by negotiating financially advantageous purchasing contracts for products and services that are common among the membership.

Simply said, our goal is to help our members become more profitable by buying better. To achieve this goal, however, it is important that all members adhere to our participation guidelines. The guidelines are established for the purpose of directing support to the contracts and agreements that are the most important and profitable for our members. The strength of our group directly affects our ability to negotiate these beneficial and substantive contracts. These guidelines have been structured to focus our strength without sacrificing the individuality of our members.

The following table illustrates these guidelines:

Level One	Level Two	Level Three
Groceries Produce Paper Products	Coffee Linen Soda Dairy Bread Detergents / Chemicals	Workers Compensation Credit Card Processing Payroll Service Natural Gas Service Electric Service Telephone Service
90% of purchases in these categories must be made from our approved vendors	Purchases from at least three of these contract categories must be made from our approved vendors	Products and services that have negotiated savings, but are <u>not</u> mandatory

The membership committee will continually monitor the participation levels of all our members. It is understood that every member is an individually unique establishment and that flexibility in the program may be necessary in certain specific cases. It is the mandate of the board, however, to keep the membership strong. We urge our members to not only mind the letter of the guidelines, but also the spirit of our cooperative.

RESTAURANT OPERATORS COOPERATIVE, INC.

**AN APPLICATION FEE OF \$100 MUST BE ENCLOSED WITH APPLICATION REMITTANCE.
ONLY FULLY COMPLETED APPLICATIONS WILL BE ACCEPTED FOR REVIEW.
PLEASE PRINT OR TYPE ALL INFORMATION.**

Membership Application

APPLICATION FOR

FULL MEMBERSHIP ASSOCIATE MEMBERSHIP

1. BUSINESS NAME _____

2. DBA _____

3. FED. EMPLOYER TAX ID # _____

4. NAMES OF OWNERS: (USE BACK OF APPLICATION IF NECESSARY)

A) _____ B) _____

C) _____ D) _____

5. PHYSICAL ADDRESS OF ESTABLISHMENT

STREET _____

CITY _____ STATE _____ ZIP CODE _____ COUNTY _____

TELEPHONE # _____ CELL # _____ FAX # _____

6. MAILING ADDRESS (IF DIFFERENT)

STREET _____

CITY _____ STATE _____ ZIP CODE _____ COUNTY _____

TELEPHONE # _____ CELL # _____ FAX # _____

7. E-MAIL ADDRESS _____ 8. WEBSITE _____

9. TYPE OF BUSINESS (e.g. banquet, catering, deli, diner, family restaurant, fine dining, hotel, ice cream shop, pizzeria, etc.) _____

10. SEATING CAPACITY _____ 11. NUMBER OF YEARS IN BUSINESS? _____

12. MONTHS OF OPERATION IF NOT YEAR AROUND _____

13. ANNUAL FOOD PURCHASES \$ _____ 16. CURRENT PURVEYORS RANKED BY VOLUME

14. ANNUAL BEVERAGE PURCHASES

NON-ALCOHOLIC	\$ _____	FOOD	1) _____	2) _____
ALCOHOLIC	\$ _____	PAPER	1) _____	2) _____

15. ANNUAL PAPER PURCHASES \$ _____ PRODUCE 1) _____ 2) _____

17. WHO WILL BE THE PRIMARY CONTACT PERSON WITH THE ROC OFFICE

NAME _____ TITLE _____ PHONE# _____

18. WHO WILL BE RESPONSIBLE FOR MAKING DAILY FOOD PURCHASES FOR THIS LOCATION

NAME _____ TITLE _____ PHONE# _____

PLEASE PROVIDE THE NAME OF COMPANY, ORGANIZATION, OR PERSON THAT REFERRED YOU TO ROC.

I CERTIFY THAT I HAVE VISITED THE ROC WEBSITE -WWW.ALBANYROC.COM

THE INFORMATION PROVIDED IN THIS APPLICATION IS TO THE BEST OF MY KNOWLEDGE ACCURATE AND CURRENT. I UNDERSTAND THAT SUBMISSION OF THE APPLICATION IS NOT A GUARANTEE OF ACCEPTANCE TO THE MEMBERSHIP AND THAT ACCEPTANCE INTO THE MEMBERSHIP IS COMPLETELY AT THE DISCRETION OF THE BOARD OF DIRECTORS. MY SIGNATURE BELOW INDICATES THAT I UNDERSTAND AND AGREE THAT RESTAURANT OPERATOR'S COOPERATIVE ("ROC") MAY REQUEST A CREDIT REPORT IN CONNECTION WITH THIS APPLICATION FOR MEMBERSHIP IN ROC. I ALSO UNDERSTAND THAT UPON REQUEST, I WILL BE TOLD WHETHER A CREDIT REPORT WAS REQUESTED, AND IF SO, THAT I WILL BE GIVEN THE NAME AND ADDRESS OF THE CONSUMER REPORTING AGENCY AND MAY RECEIVE A COPY OF THE REPORT FROM THE REPORTING AGENCY. I FURTHER UNDERSTAND AND AGREE THAT SUBSEQUENT CREDIT REPORTS MAY BE REQUESTED OR UTILIZED BY ROC IN CONNECTION WITH UPDATE, RENEWAL, OR EXTENSION OF MY MEMBERSHIP.

APPLICANT'S SIGNATURE _____ DATE _____

UPON ACCEPTANCE INTO RESTAURANT OPERATOR'S COOPERATIVE, INC., MEMBERS MUST SUBMIT AN ADDITIONAL MEMBERSHIP FEE OF \$500. PLEASE MAKE ALL CHECKS PAYABLE TO "RESTAURANT OPERATOR'S COOPERATIVE, INC."