



CASE STUDY: APPRECIATION REDEMPTION PROGRAM

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A multinational financial services company wanted to show its appreciation to its employees. The company created a redemption program and selected ten items for its 4,000-6,000 employees to choose from, including sports equipment, technology gifts, bags, and a charitable donation, as well as two food gifts from Maple Ridge Farms. When the employees made their selections, food was the #1 choice -- more than any other category! The company was able to express its gratitude while the employees got to enjoy delicious cheese and chocolate, and the redemption program was a resounding success.



CHALLENGE

A financial services company wanted to show its appreciation to its employees.



SOLUTION

The company selected ten items, including two Maple Ridge Farms food gifts, and allowed its employees to pick their own gift.



RESULTS

The company was able to share its appreciation while the employees got to enjoy gourmet food.