

# 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 10 items for its 4000-6000 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, 20.79% chose the food gifts—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 10 items, including 2 Maple Ridge Farms food gifts, and allowed its employees to pick their own gift.

### Result:

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

