



CONAGRA FOODSERVICE · REWARDS PROGRAM



Explore RISE Today!

Building Loyalty. Driving Growth.

A first-of-its-kind loyalty platform built exclusively for foodservice operators — designed to give Conagra customers a competitive advantage.

What is Conagra RISE?

- **The Vision:** RISE is about offering **Rewards, Insights, Solutions** and **Experience**
- **What It Is:** A loyalty program built to reward operators in College and Universities, Commercial and Healthcare industries for products they are already purchasing
- **The Value:** A sales tool that deepens relationships, builds loyalty and drives growth
- **Points = Rewards:** Purchases earn points for rewards, inspiring long-term loyalty

Why Conagra RISE Matters

For Operators:

- Incentivizes trial across 50+ Conagra brands
- Makes it easy to track, upload and redeem
- Rewards that fuel both front and back of house
- Promotions for bonus points certain brands throughout the year
- Opportunity to bundle brands for even more points

