



# BRANDED FOODSERVICE EQUIPMENT & MERCHANDISING PROGRAM



SUPPORTED BY



FOOD  
CONCEPTS  
INC.



# BRONZE LEVEL NEW TO FOODSERVICE

Foodservice is one of the convenience store industry's fastest growing and highest profit margin categories. Branded equipment and merchandising program is crucial to optimizing foodservice sales - with even minor upgrades increasing sales by 35% or more. WAM has great solutions for retailers just starting out in foodservice.

## THE BASICS:

- Microwave
- Countertop Cooler
- Condiment Racks
- Branded Slimline Hot Case Warmers



TO VIEW EQUIPMENT AVAILABLE THROUGH YOUR WAM DISTRIBUTOR,  
PLEASE REGISTER TODAY AT [DOC.FCIPROS.COM](http://DOC.FCIPROS.COM)



# SILVER LEVEL EXPANDING FOODSERVICE

As retailers expand to the next level of foodservice, they increase their food capabilities. More foods options such as bakery, roller grill items or slushy means they need larger equipment to hold more core items. WAM offers a catalog of easy-to-use and affordable foodservice equipment that is favored in the convenience channel. WAM has what you need to quickly and efficiently get your food cooked and ready to merchandise.

## THE CORE:

- Bakery Cases
- Branded Hot Case Warmers
- Roller Grills
- Condiment Units
- Ovens
- Cooler & Category LED Sign System
- Frozen Beverage Dispensers
- Smallwares
- Small Open Air Cooler



TO VIEW EQUIPMENT AVAILABLE THROUGH YOUR WAM DISTRIBUTOR,  
PLEASE REGISTER TODAY AT [DOC.FCIPROS.COM](http://DOC.FCIPROS.COM)



GOLD LEVEL

# FULLY COMMITTED TO FOODSERVICE

At the gold level, retailers are in full foodservice mode. They are committed to baking from dough, cooking/frying fresh meat and assembling of items such as sandwiches or grab n' go items. Retailers at this level are a foodservice leader!!

## THE LEADERS:

- Open Air Coolers
- Air Fryers
- Large Capacity Ovens



TO VIEW EQUIPMENT AVAILABLE THROUGH YOUR WAM DISTRIBUTOR,  
PLEASE REGISTER TODAY AT [DOC.FCIPROS.COM](http://DOC.FCIPROS.COM)



# FOODSERVICE EQUIPMENT

WAM and FCI, offer the best selling foodservice equipment at competitive prices! Talk to your WAM distributor sales rep about how you can access the WAM/FCI portal to check out the items available and pricing.

## ROLLER GRILLS



## WARMERS & STEAMERS



## COOLERS & FREEZERS



## OVENS & AIR FRYERS



## CONDIMENT UNITS







**DESIGN  
SERVICES**

**PRODUCTION  
& MANUFACTURING**

**FCI**

**PRINT  
SERVICES**

**FOODSERVICE  
EQUIPMENT**

**AS A VALUED WAM MEMBER,  
YOU CAN TAP INTO A MULTITUDE  
OF FCI'S CORE COMPETENCIES.**



With a design studio that specializes in foodservice branding, state of the art print equipment and a production department building expert solutions, FCI is the retailer's one stop shop for branded foodservice programs.

## DESIGN SERVICES

### 3D MODELING & INTERACTIVE DESIGN



### DESIGN AGENCY SERVICES & BRAND DEVELOPMENT



## PRODUCTION & MANUFACTURING

### DISPLAYS & RACKS



### KIOSKS & CABINETRY



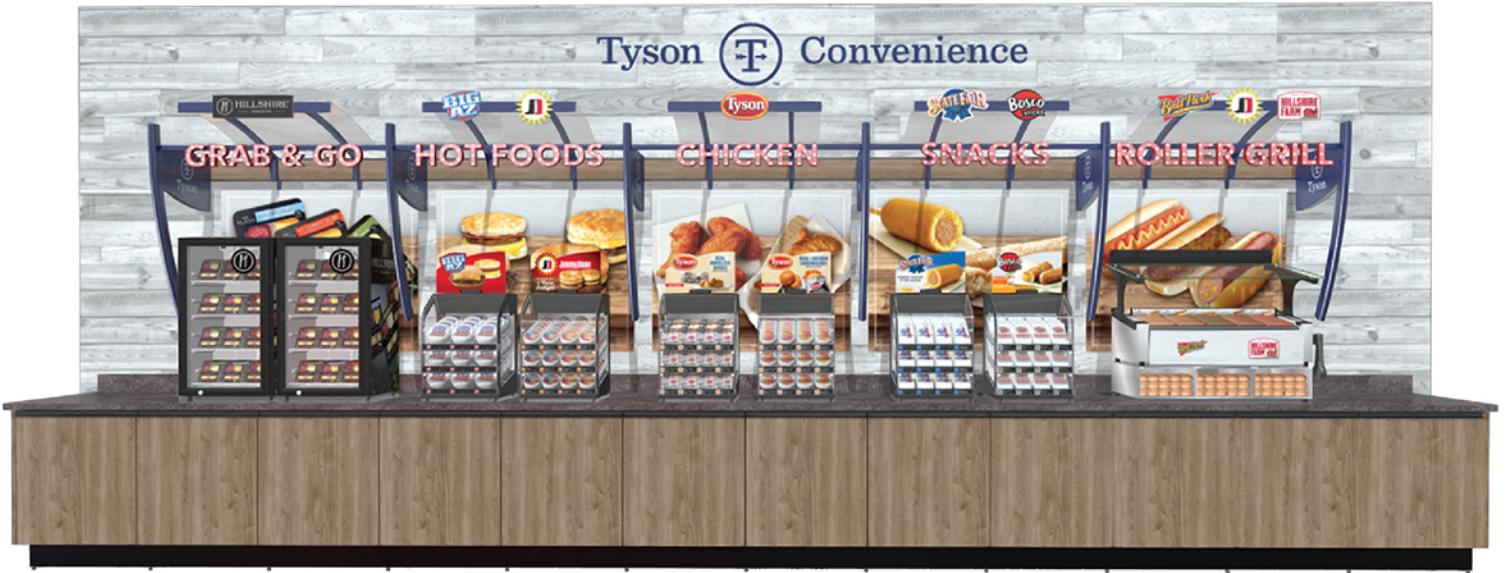
### CUSTOM SOLUTIONS





# PRINT SERVICES

## CATEGORY-BY-CATEGORY FOODSERVICE BRANDING



## EQUIPMENT WRAPS & TRADE DRESS



## MENU BOARD & DISPLAY MERCHANDISERS



## POINT OF SALE MATERIAL





# HAVEN'T REGISTERED FOR THE WAM PROGRAM EQUIPMENT ORDERING SITE YET?



Items: 0 Total: \$0.00

Heather FCI

Search

EQUIPMENT

SIGNAGE

SUPPLIES

SUPPORT

CLIENT ACCESS

Home > FCI Doc > Client Access > WAM

NARROW RESULTS BY:

BRAND

- FCI (21)
- Admiral Craft (4)
- Amana (1)
- American Metalcraft (4)
- Apter (1)
- APW Wyatt (7)
- Cambro (1)
- Carlisle (2)
- Cooper Atkins (1)
- Lincoln (1)
- Nemco (1)
- Noble Chemical (1)
- Quik N' Crispy (2)
- San J (1)
- Sand

WAM



Welcome to your branded foodservice equipment & merchandising ordering site,  
Exclusive to WAM members

Prices include standard shipping for orders in the contiguous 48 United States. There is a \$50 minimum to order. To place an order under \$50, please click here for assistance. Applicable sales tax will be added to order.

**WAM**  
FOCUSED PROGRAMS • PROVEN RESULTS

The WAM program at doc.fciconscepts.com is a straightforward e-commerce shopping experience. This guide will help get you properly registered for the program so you can start shopping.

**REGISTRATION/LOGIN**  
URL: doc.fciconscepts.com

New user? Click "Create an account." Existing user? Use log in.

Complete the form.

Receive "thank you" registration email; wait for second email that asks for additional information. You respond. We email to let you know you've been approved.

Log in with email and password.

If you have issues with the registration process, please contact WAM's FCI Account Manager, Andy Erdman via email at [aerdman@foodconcepts.com](mailto:aerdman@foodconcepts.com) or phone (608) 830-6015.

**NAVIGATING**

1. After logging in, to view the product catalog, click "Client Access" then "WAM".

2. The main WAM page includes helpful information below the hero image. Click a category to view available products.

3. Click through to a product page to get details and specifications (including downloadable PDFs, where applicable).

4. When you add an item to your cart, you have the option to continue shopping or to view your cart.

5. If you "Continue Shopping", the popup closes; navigate as appropriate. If you "View Cart", you can start the checkout process.

Always click "Sign Out" from the account menu after each session to avoid possible log in errors.

**CLICK HERE FOR THE  
REGISTRATION GUIDE**

**CLICK HERE TO  
REGISTER**







PLEASE CLICK HERE TO COMPLETE A  
BRIEF SURVEY SO WE CAN HELP



*Help Us*  
HELP YOU



THANK YOU

CONTACT INFO:  
ANDY ERDMAN  
608-830-5015 • [AERDMAN@FOODCONCEPTS.COM](mailto:AERDMAN@FOODCONCEPTS.COM)