



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 **FOODPROS.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



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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



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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



OVENS & AIR FRYERS



WARMERS & STEAMERS



COOLERS & FREEZERS



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

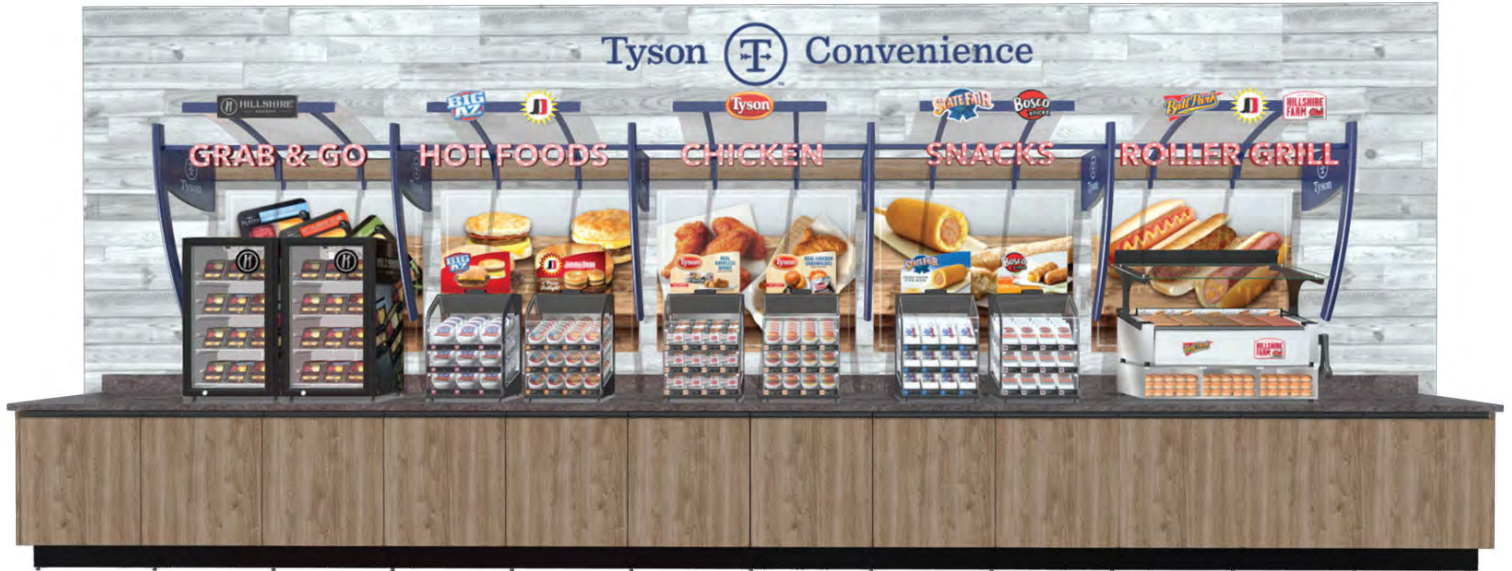


CUSTOM SOLUTIONS



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?

Welcome To The New Webstore! Please Contact Us if You Have Any Issues Navigating The Site.

FCI FOOD CONCEPTS INC.

What can we help you find?

800-419-9324

Need Help? Contact Us

Home / WAM

WAM

Welcome to your branded foodservice equipment & merchandising ordering site,

Exclusive To WAM Members

All sales shipped are subject to state/county sales tax or self-imposed use tax. Please provide a resale/tax exempt certificate for the applicable ship to state. Prices are subject to change. It's important to note that current published lead times and availability can be unreliable due to market volatility and supply chain issues.

Need help? Looking for equipment solutions not found on this site?
Please contact Andy Erdman of Food Concepts, Inc. via email aerdman@foodconcepts.com or phone (608) 830-5015.

STAKS Subs
Bakery Cases
Branded Warmers
Cooler / Heat & Eat
Hot Food Open Topper
Roller Grills
PanelRak
Condiment Units
Ovens & Air Fryers
Smallwares
Cooler & Category LED Sign System
Frozen Beverage Dispensers
Popcorn Equipment



WAM WEB STORE BASICS FCI E-COMMERCE GUIDE

The WAM program at www.fcipros.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: fcipros.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 or phone (608) 830-5015.

NAVIGATING

1. After logging in, you will be brought to your dashboard. Click "Home" to get to the site.



2. The main WAM page includes helpful information next to 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.



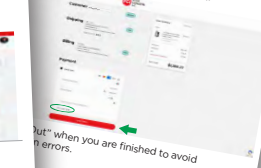
5. If you "Continue Shopping", the popup closes; navigate as appropriate. If you "View Cart", you can start the checkout process.

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

WEB STORE BASICS FCI E-COMMERCE GUIDE

commerce shopping experience. This guide will help get you properly registered for the program so you can start shopping.

Confirm that your Billing Address and Shipping Address are correct. (Use the "Edit" or "Change" as necessary).
Select your Shipping Method (there is only one, but must be selected).
Then your payment method ("Credit Card" or "Purchase Order" to access Billing/PO) and then your payment details.
"Place Order".
You will receive an order confirmation email.



but when you are finished to avoid errors.

CLICK HERE FOR THE REGISTRATION GUIDE

CLICK HERE TO REGISTER

LEARN MORE ABOUT WAM & FCI'S PARTNERSHIP BY WATCHING THIS SHORT VIDEO



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



Help Us
HELP YOU



THANK YOU

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