



“RECIPE FOR SUCCESS”

— PROGRAM —



NATIONAL GOLF
COURSE RESTAURANT
ASSOCIATION

— and —

CHENEY BROTHERS,
INC.

“After 35 years in the business I am still looking for ways to improve my business. The most overlooked part of the golf course operations is food and beverage. Now we have an association that offers input on improving sales and educating our team. Brilliant!”

—MG Orender, President
Hampton Golf, Inc.

What is NGCRA? A forum and platform for golf courses to exchange know-how and ideas to increase their sales and profits. Through our website, seminars and newsletters members can obtain information and get access to menus of all types, industry standards such as pricing, margins, etc.

You have nothing to lose and all of this to gain:

- Access to database of ideas how to drive sales
- Free consulting
- Seminars and Forums designed to meet colleagues in the business
- Up-to-date news from the F&B Industry
- Newsletters
- Lower your purchasing costs

Recipe For Success...

Quality Ingredients: Start as a member of National Golf Course Restaurant Association (NGCRA); the only association catering solely to the needs of food and beverage operations at golf clubs. Combine NGCRA with Cheney Brothers; Florida's #1 Independent Foodservice Distributor. Fold in a compelling COST-PLUS buying program with manufacturer rebates on select products utilized by golf course restaurants. Season with a cash back introductory offer on all purchases for the first 90 days!

Mix Together: NGCRA has partnered with the best in the business in the state of Florida to service your needs! It is with great excitement that NGCRA is proud to present our exclusive distribution program to our members.

We have worked hand in hand with Cheney Brothers and our strategic manufacturer partners to design a compelling COST-PLUS buying program for all of your food, beverage, supplies and chemicals.

Cheney Brothers was selected to serve our rapid growing membership base in the state of Florida for the following reasons;

- Homegrown and based in Florida, delivering southern hospitality since 1925.
- Total understanding of the specific needs of your operations;
- Experienced and dedicated to servicing the golf club industry.
- Passionate about customer service and delivering 100% satisfaction
- A commitment to excellence
- Over 15,000 items in inventory
- Insisting on delivering top quality products
- Flexibility to work with each and every member to achieve success
- Reputation of Integrity, dedication, passion
- State of the art facilities
- Sense of urgency and follow through at all levels of the organization



“Boca West has depended on Cheney Brothers for a large part of our food purchases for almost a decade. Our discriminating clientele expect the best, and Cheney Brothers always delivers. Their customer service is outstanding. Our sales representative checks in throughout the week and their team goes above and beyond, from responding to our needs during hurricanes to quickly repairing equipment. They make our jobs easier and have become a strong support system in our daily operations.”

— Jay DiPietro, Boca West Country Club

The Benefits:

Products And Program Designed Specifically For Golf Club Food & Beverage Operations

Strategically Selected Manufacturers And Products To Benefit You

This Is Your Program That We Will Continually Monitor And Modify On Your Behalf As Part Of Our Commitment To Our Members...



“In our continued efforts to source out competitively priced commodity and dry good products for our Club, the decision to incorporate the “Recipe for Success” has proven to be a cost effective and now a vital part of our daily operations. Every step of the transition from our previous buying program to NGCRA was flawless and took little or no time on our part, they do all the leg work and we reap the benefits. Thank you NGCRA for showing us a great resource for our F&B operation.”

— Mike Snyder, Club Manager
Gulf Harbour Golf & Country Club

NGCRA & CHENEY BROTHERS “RECIPE FOR SUCCESS” MENU



— APPETIZER —

As a special INTRODUCTORY offer, Cheney Brothers is offering a 2% conversion cash back offer to our members who join the program and are not currently a Cheney customer.

— ENTRÉE —

As an NGCRA member you will be able to take advantage of a compelling COST PLUS pricing model for all of your purchases that we will monitor & review regularly to ensure the highest quality products and services are provided at the contracted price.

— DESSERT —

In addition, you will be eligible to receive SPECIAL OFFERS and REBATES from our MANUFACTURER PARTNERS that will enhance your menus with new product intros and give your club CASH BACK.

We urge all of our members to review the specific details of NGCRA’s “RECIPE FOR SUCCESS” program with us and your Cheney Brothers area sales manager as soon as possible so you can begin saving and getting rebates immediately.



