



# affiliate NEWSLETTER

June 2018

Issue 1



## *Inside*

### **New Product**

Meet the new [Aer™ Disc Container](#)!

2

### **Summer Promo**

Huge summer savings on containers when you purchase a new Vitamix blender!

4

## *Summer Savings*

We have some exciting summer deals going on at Vitamix®! This newsletter will give you the inside scoop on the new product launches, upcoming promotions, and tips to make the most out of your Affiliate partnership.

By now you've likely heard the buzz around our brand new Aer™ Disc Container. This has been a hot selling item! Check out page 2 for all you need to know about this latest technology.

Also included in this newsletter, we've got the run down on current and upcoming sales at Vitamix. Staying on top of the latest deals is the #1 best way to be a truly successful Affiliate.

We'll wrap things up with some best practices to help you sell existing products, as well as a fun recipe to try and share with your audiences!

*Follow me to Page*

2



*Master four classic  
culinary techniques in  
minutes!*

WHIP

EMULSIFY

MUDDLE

FOAM

## *New Product: Aer™ Disc Container*

The Aer's incredible speed and versatility are made possible by a deceptively simple innovation: the patent-pending Aer disc. Liquid ingredients are pulled through small holes in the spinning disc, aerating and emulsifying them, while firmer ingredients like ice, fruit, and herbs are agitated but not puréed.

### Features

- ✓ Effortless Craft Cocktails
- ✓ Perfectly Precise Textures
- ✓ BPA Free
- ✓ Dishwasher Safe
- ✓ Compatible with all full-size Vitamix blenders

**Price on Vitamix.com: \$144.95 (USD)**

See it in action [click here](#)



**Whip**

Get more volume in less time and substitute your favorite fruits or berries for endless recipe variations.



**Emulsify**

Make complex, time-consuming sauces, spreads, dips, and dressings in minutes – no whisking required.



**Muddle**

Extract juice from fruit and essential oils from herbs without puréeing. Chill drinks without crushing the ice.



**Foam**

Create hot or cold foam to make single servings or batches of frothy café drinks and cocktails.



## New Assets

### New Links

Check out the CJ Affiliate Account Manager for links & images to promote this amazing new product!

<https://www.cj.com>

## *Aer Disc Container: Key Selling Points & Benefits*

- Laborious recipes are done effortlessly and efficiently (i.e. whipping/shaking or muddling)
- Expands consumers culinary exploration of Vitamix
- Reduces step-by-step process for craft beverages by up to 50%
- Designed to be gentle with ingredients for artisan dishes and craft beverages
  - Creates foam effortlessly using egg whites
  - Chills beverages quickly by moving ice around container without diluting beverages
  - Mixes drinks quickly and effortlessly, delivering silky bar-quality beverages
  - Infuses flavors from herbs without crushing them
- 48 oz. capacity = perfect balance between processing large recipes and fitting easily under most kitchen cabinets

## June & July Promotions



### *\*Offers valid through 7/11:*

- Buy a new Classic Blender and receive a Personal Cup Adapter, Aer™ Disc or compatible container for \$50 USD or \$65 CAD
- Buy a new Ascent® Series Blender and receive a 48 oz. Wet, 48 oz. Dry, or Aer™ Disc container for \$50 USD or \$65 CAD

*\*Subject to availability and some exclusions may apply. Aer™ Disc is US only.*

- \$90 off! Certified Reconditioned 5300 at \$269.95 [Reconditioned 5300](#)

### *Offer valid through 7/15:*

- £50 off the A3500i in the UK [A3500i](#)

### *Offers valid 7/18-7/29:*

- \$100 off! Certified Reconditioned Standard at \$229.95 [Reconditioned Standard](#)
- \$110 off! Certified Reconditioned Standard Programs at \$269.95 [Reconditioned Standard Programs](#)



## Top Selling Products to Focus on in the UK & Canada



Don't forget that sales expand beyond the US. Right now, there is great potential for Affiliate success in Canada and the UK!

### Top Products in the UK:

- **A3500i**
- **Certified Reconditioned Standard**
- **S30**

For all the latest product offerings & savings!

Visit: [www.vitamix.com/Shop](http://www.vitamix.com/Shop)

---

*"I just got this blender and I love it! I'm dairy free, so love making frozen desserts with it, so easy. The timer is great as I can see how long I've been blending for and the smoothie function is perfect for my morning breakfast; set and forget!" – Thea on her A3500i purchase*

---



### Top Products in Canada:

- **Certified Reconditioned 5300**
- **Certified Reconditioned Standard Programs**
- **A3500**

For all the latest product offerings & savings!

Visit: [www.vitamix.com/Shop](http://www.vitamix.com/Shop)

## *Best Practices for Affiliate Success*



Shop Now

- **Share the latest** vitamix.com offers, products, and recipes with your customers.
- Link often using links from [www.cj.com](http://www.cj.com). **Links = sales!**
- Keep content **current**.
- Create blender **reviews** and video **demonstrations**.
- Add **banners** from [www.cj.com](http://www.cj.com).
- Emphasize **Why Vitamix**.
  - For inspiration visit: [www.vitamix.com/Why-Vitamix](http://www.vitamix.com/Why-Vitamix).
- Use the Vitamix in your **food photography**.
- **Accessorize**. Show a variety of containers & accessories to stimulate curiosity.
- Post **Topic Ideas**. Walk through the capabilities of the product, the ease of use, the simple way to clean, etc.
- Don't hesitate to **say Vitamix directly** within your posts.
- Link to the **Blender Recommender** to help potential owners navigate through the models and features available.
- Meet **FTC requirements**.
  - These guidelines can be found at [www.ftc.gov](http://www.ftc.gov)





## Green Apple Ice Cream

(64-ounce) | Yield: 5 cups | Total Time: 10 minutes

6 ounces frozen apple juice concentrate, thawed

1 banana, peeled, halved

1 ½ cup spinach

4 cups ice cubes

### Instructions

Place all ingredients into the Vitamix container in the order listed and secure lid. Select Variable 1. Turn machine on and slowly increase speed to Variable 10, then to High. Use the tamper to press the ingredients into the blades. In about 40 seconds, the sound of the motor will change and 4 mounds should form. Stop machine. Do not overmix or melting will occur. Serve immediately.



affiliate  
NEWSLETTER

8615 Usher Road  
Olmsted Township  
Ohio | 44138  
[vitamix.com](http://vitamix.com)

For any questions regarding the Affiliate Program, please contact a member of our team at [Affiliates@vitamix.com](mailto:Affiliates@vitamix.com)

