

# Manufacturer Finds Easy Way to Show Appreciation for Essential Employees

Flour, sugar and butter might seem like the most essential ingredients for a baking manufacturer, but it's really the people who work there that ensure the business's success. Recognizing the importance of its hardworking, essential associates, a leading manufacturer of baking products wanted to implement a process to express gratitude to them on Employee Appreciation Day in March — especially as they continued to work so hard during the COVID-19 pandemic — and throughout the year.



## Gratitude Is a Core Part of Manufacturer's Operations



As a family-owned business, gratitude is extremely important to this manufacturer. In fact, the CEO, who is the third generation of the family to run the business, and the EVP, who is the fourth generation of the family in the business, are both very involved in the day-to-day operations. They regularly interact with associates on the production floor and participate in weekly Operations calls, showing associates how much they appreciate their hard work.

With such a caring leadership team, the manufacturer's vice president of human resources was under pressure to establish a formal process for recognizing associates. She contemplated how best to find a meaningful gift that did not involve alcohol, could fulfill a basic need, and would communicate personalized appreciation for the company's 300 associates.

She immediately thought of gThankYou's Grocery Certificates.

She had worked with gThankYou for over a decade in previous positions with other companies, ordering a variety of Certificates for thousands of employees over the years. The Certificates were so well received at those companies that they continue to recognize their teams with gThankYou Certificates today.

## The Importance of a Genuine — and Easy — Gift

As a family-owned business whose sole focus is on helping companies express gratitude, gThankYou genuinely understands why meaningful employee appreciation is so important and makes it easy for companies to sincerely express it.

For this baking manufacturer, the process of ordering Certificates through gThankYou was simple, and the vice president of human resources' questions and last-minute requests were promptly addressed and accommodated. Plus, the overhead cost for the Certificates was low, so the bulk of the manufacturer's budget for gifts went toward providing employees with the \$25 Grocery Certificates.

"The responsiveness and sincerity behind every communication is so special. They're never salesy," said the vice president. "I feel like I'm calling a personal vendor and we have a real relationship with gThankYou."



**gThankYou Certificates are such an easy way to offer goodwill and communicate appreciation to associates. The Certificates fulfill a basic need. It's a great model and, hands down, something I absolutely recommend other companies do for their employees.**



— Vice President of HR

Not only was choosing the right Certificate a seamless process, so was customizing it with the manufacturer's logo and recipient names — a service gThankYou provides for free. Plus, gThankYou shared suggestions on how to mitigate costs, ensuring the manufacturer got the most bang for its buck.

## The Best Type of Gift Can Be Used for Many Occasions

Because the Certificates and the flexibility of redeeming them at any grocery store were so well received by associates, the manufacturer continues to use them for other moments throughout the year. The Certificates are used in giveaways to show appreciation for its essential employees during COVID-19, raffle drawings and as a gesture of condolence when an associate experiences a death in the family.

Overall, Grocery Certificates from gThankYou have proven to be an easy, heartfelt gift that shows appreciation to the manufacturer's associates and benefits their families.

**To learn more about how you can express gratitude to your employees with a gThankYou Certificate, visit [gthankyou.com](https://gthankyou.com).**

### About gThankYou

Based in Madison, Wisconsin, gThankYou is a family-owned business that creates custom Certificates of Gratitude™ good for popular and practical food items such as a Thanksgiving turkey, Christmas ham or groceries and redeemable at major U.S. grocery stores. All Gift Certificates come with customizable Enclosure Cards, so every gift can have a personalized note of appreciation. gThankYou works with companies, nonprofits and government agencies interested in a convenient way to share meaningful yet affordable food gifts and incentives.

