



**AIR MILES INCENTIVES®**

Managed by RMG Loyalty

## Testimonial

### Nickels Delicatessen

“The AIR MILES® Reward Program has been a great addition to our team and service offering. The servers see the AIR MILES Program as a normal part of their role and they ask every customer at the beginning of an order if they are an AIR MILES Collector.

We use all of the tools and exposure provided to ensure the team is supported and knowledgeable on the program and different campaigns in market. We also educate the customer by including the AIR MILES logo in all of the bill folds so that they are triggered to ask for their Miles.”

“The program has been a great success and our team is motivated to leverage the AIR MILES brand to engage with our customers further, increase their spend and reward them for their loyalty.”

**Kosta Mikas**, Owner, Nickels Deli Dorval

