



GOING WILD WITH MARKETING STEPS TO MARKET YOUR NEW ITEM

Week 1

1/ New Food Introduction - Monday & Tuesday

Engage your customers to announce a new food; Keep it a little mysterious to generate curiosity.

Announcements & SM Platforms

New this week in the cafeteria - We are going Wild! Come guess what it could be. But don't turn blue with disappointment if it stays a mystery!

Twitter

New this week in the cafeteria - We are going Wild! Guess what it could be. But don't turn blue with disappointment if it stays a mystery! 140c

Cafeteria Sign

The Wild Ones Are Coming!

Wednesday & Thursday

Engage your customers with a taste test of the new food in the cafeteria.

Announcements & SM Platforms

Did you Know? Our cafeteria is serving Wild Blueberries for our New Food Special tomorrow (today).- They are big, blue fun in a tiny, little package. Wild Blueberries grow without anyone having to plant them in the wide-open spaces of Maine. Try them and see if they will turn your taste buds Wild!

Twitter

Wild Blueberries are the Special tomorrow. They are big, blue fun in a tiny, little package. See if they will turn your taste buds Wild! 136c

Cafeteria Sign

The Wild Ones Are Here!

Friday

Thank your customers for their opinions, include your counts for the item.

Announcements & SM Platforms

Wasn't that a Wild Lunch yesterday? Thanks for everyone who participated in our taste test! We will be cooking up a new recipe using this new food soon!

Twitter

Wasn't that a Wild Lunch yesterday? Thanks, everyone and we will be cooking up another recipe soon! 100c

Cafeteria Sign

Your opinion counts! Thank you for helping with the menu!



GOING WILD WITH MARKETING STEPS TO MARKET YOUR NEW RECIPES

Week 2

Monday & Tuesday

Engage your customers to announce a new recipe,

Announcements & SM Platforms

Can you guess what new menu item our cooks have been creating? This week we are taste testing it so get ready for something Wild! Remember our Taste Test Rules: No one has to try the new food & Don't Yuck my Yum - If you don't like it that's fine but please be respectful of others that might like it.

Twitter

Can you guess what new menu item our cooks have been creating? This week we are taste testing it so get ready for something Wild! 130c

Cafeteria Sign

Creating Something Wild For You!

Wednesday & Thursday

Engage your customers with a taste test of the new food in the cafeteria; explain how you'll do the test.

Announcements & SM Platforms

Tomorrow (Today) in the kitchen our cooks have been working hard on our new menu item XX. Everyone is invited to the taste test whether you buy lunch tomorrow(today) or not. Please VOTE with your empty sample cup on the tray that matches your taste buds decision: If your mouth says I love it, then put your empty cup on the Smiling tray. If your tongue says, It's okay, then put your cup on the Flat smile tray, or if you don't like that taste today, then put your empty cup on the Frowning tray. Thanks for trying our special!

Twitter

Our cooks have been working hard on our new recipe. Everyone is invited to the taste test - Please VOTE with your taste buds! 126c

Cafeteria Sign

Try This Wild One!!

Friday

Thank your customers for their opinions, include your counts for the item.

Announcements & SM Platforms

Wasn't that a Wild Lunch yesterday? Thanks for everyone who participated in our taste test! We will be cooking up a new recipe using this new food soon!

Twitter

Wasn't that a Wild Lunch yesterday? Thanks, everyone and we will be cooking up another recipe soon! 100c

Cafeteria Sign

Your opinion counts! Thank you for helping with the menu!



GOING WILD WITH MARKETING STEPS TO MARKET YOUR NEW RECIPES

Week 3

EXTRA CREDIT - EXTRA PARTICIPATION BUMP

Capstone week with Daily Specials

Capitalize on all the work you have put into the promotion and taste test by featuring several daily specials over the course of this week. While parents and students may pick up on the promotions at different points, here is where you can get your interest and participation bump by offering a full-size portion for your customers. You spent lots of time building awareness and engaging your customers - this is the test to see if they were paying attention and will they purchase the product. Be careful of your menu selections to minimize competing student favorites that you already know will bring in a high count.

Friday before

Announcements & FB & Twitter

Welcome to the Wild Menu Week!

Wild Blueberries (featured ingredient) arrived in our kitchen and now it's time for them to dazzle you with taste bud popping flavor and health benefits galore from this superfood. Each day our menu will be featuring a recipe that our customers help design.

Come enjoy the recipes - Monday/Wild Blueberry Fruit Cup; Tuesday/Wild Blueberry Dipping Sauce; Wednesday/Wild Blueberry Salsa; Thursday/Wild Blueberry Salad Dressing; Friday Wild Blueberry Pizza

Cafeteria Sign

Something Wild For You All Week!

List recipes by day

Monday

Announcements & FB & Twitter

Are you ready for today's Wild Week Lunch?

Today's Special is a Wild Blueberry Fruit Cup - it's a side dish that everyone buying a meal today can have.

Did You Know? Wild Blueberries are harvested in August on the Barrens of Maine and flash frozen to preserve them at the peak of their BIG BOLD FLAVOR? Have some today!

Tuesday

Announcements & FB & Twitter

Are you ready for day two of the Wild Week?

Today's Special is a Wild Blueberry Parfait - it's one of the entrees that you can choose to go Wild today!

Did You Know? Because Wild Blueberries are flash frozen, we only take out what we need and don't waste a single teeny-tiny berry!

Wednesday

Announcements & FB & Twitter

Are you ready for today's Wild Week Lunch?

Today's Special is a Wild Blueberry Dipping Sauce - during the taste test students said it was like a Wild Blueberry Ketchup. Try our nuggets dipped in this for a bite of Wild in your day!

Did You Know? Wild Blueberries have been around for over 10,000 years. Have some today!

Thursday

Announcements & FB & Twitter

Are you ready for today's Wild Week Lunch?

Today's Special is a Wild Blueberry Salsa - This fruit salsa has red peppers, corn and Wild Blueberries with a bit of a spicy kick to pump up the flavor of today's Nachos.

Did You Know? Wild Blueberries are a Superfruit?

Wild Blueberries contain high levels of antioxidants that help your body fight sickness, cancer and heart disease. Turn your taste buds Wild today!

Friday

Announcements & FB & Twitter

Are you ready for the last day of our Wild Week Lunch?

Today's Special is a Wild Blueberry Pizza - This is a great blend of hot gooey cheese, a kick from Wild Blueberry sauce and the pop of whole Wild Blueberries on top. Your classmates called it a delicious in our taste tests.

Did You Know? Wild Blueberries come to us frozen and ready to use. That means we just take out what we need and don't waste any of them! Your taste buds will go Wild today!

Summary

- Promote the fruit itself and feature a full week of recipes using the fruit to capitalize on your marketing time investment.
- Consider prizes for students (and staff) that participate for all 5 days or classrooms that participate at a high level.
- Take photos (with permission as defined by your district and school) to promote the event during the week and to the community. Use these photos to launch other promotion work!



GOING WILD WITH MARKETING WORKSHEET TO COMPLETE AND RETURN!!

1/ CIRCLE A COMMODITY PRODUCT OF THE MONTH TO PROMOTE

PULLED PORK

ALASKAN WILD POLLOCK

OVEN ROASTED CHICKEN

WILD BLUEBERRIES

Bonus - Catchy name for your recipe:

2/ WRITE AN ANNOUNCEMENT

New this week in the cafeteria - We are going Wild! Come guess what it could be. But don't turn blue with disappointment if it stays a mystery!

3/ WRITE A TWEET - 140 characters maximum

New this week in the cafeteria - We are going Wild! Guess what it could be. But don't turn blue with disappointment if it stays a mystery! 140c - tally by line and add them up (spaces included!)

4/ CAPTION THE MEME

Surprised Pinkachu:

Nailed it Baby:

5/ BONUS - WRITE AN ACKNOWLEDGEMENT AND THANK YOU

Wasn't that a Wild Lunch yesterday? Thanks for everyone who participated in our taste test! We will be cooking up a new recipe using this new food soon!

ENTER OUR DRAWING WITH YOUR NAME AND DISTRICT! CHECK FOR THE WINNER AT BOOTH 733

NAME _____ DISTRICT _____