

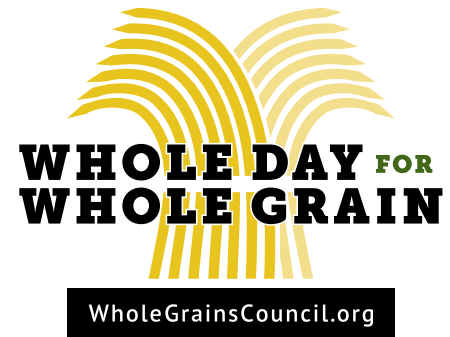
How and why to celebrate a Whole Day for Whole Grain



Today, most people only need to try a new whole grain to realize they like it. This means that the best way to increase whole grain consumption is to find ways to help everyone try more whole grains.

That's why Oldways and the Whole Grains Council created a Whole Day for Whole Grain. Held every year on the last Wednesday in March, a Whole Day for Whole Grain is a creative, open-ended celebration unfolding in different ways in thousands of locations at the same time. Our goal is to have people everywhere saying, "That was great! Where have whole grains been all my life?"

We invite you to join us for the next Whole Day for Whole Grain. The benefits to your customers are obvious: they'll learn how delicious *and* nutritious whole grains are, and they'll reap the many health benefits of whole grain foods. But what are the benefits to you?



Four Great Benefits for Whole Grain Food Manufacturers

- 1. Increase Brand Awareness.** A Whole Day for Whole Grain can drive traffic to your brand. But you have to help us help you out, by planning a whole grain promotion.
- 2. Encourage Repeat Sales.** When you sample a product in a participating grocery store on a Whole Day for Whole Grain, hand out coupons! Make one a super deal for that day only, and a second one for use later – when they run out!
- 3. Generate Positive Press.** Some food companies are more closely associated with health and wellness than others. We can help ensure that shoppers recognize your commitment to health and wellness.
- 4. Beat the Competition.** Stores will likely only sample one or two types of products. Get an edge on your competition by committing early. Talk to stores to see if they can use your product in a live demo to increase the impact.

Participation is Easy

All we ask is that you tell us you're in, and we'll help you do the rest. There are no fees and almost no rules—virtually anything goes, as long as it celebrates whole grains.

We'll brainstorm with you, provide you with support materials, and help you get local and national publicity for your creative promotion of whole grains.

Read on for ideas, next steps, and highlights of previous years' events.

Join the fun and contact
Caroline Sluyter:

617-896-4832 or
caroline@OldwaysPT.org

***No contracts to sign,
no fees to pay!***

How and why to celebrate a **Whole Day for Whole Grain**



Celebration Ideas for Whole Grain Food Manufacturers

You're promoting whole grains regularly anyway, so why not arrange your schedule to focus on a Whole Day for Whole Grain during the last week of March? Our simultaneous national PR will help amplify your whole grains message:

- **Use our "matchmaker" service**

Want to know which supermarkets might be interested in having you supply products for a whole grain demo or sampling event? We can help match you with an appropriate supermarket partner. Supermarkets plan in-store promotions about four months in advance, so don't delay in getting on our list for a March event.

- **Offer a discount of BOGO coupon**

Everyone loves to save money, so offer deals on great-tasting whole grain products on a Whole Day for Whole Grain. Specials and coupons always increase the likelihood that a customer will try something new. Feature a coupon on your website or Facebook page to do your part to encourage sampling of your products.

- **Run a sweepstakes or giveaway**

With national attention on whole grains, a Whole Day for Whole Grain is a great time to run a special game, giveaway, or sweepstakes on your website or Facebook page. Links from the WGC website will bring you extra traffic and add to the buzz.

- **Introduce a new product**

If you're already planning a new product launch around this time, zero in on the last week of March for a great media hook. "It's a Whole Day for Whole Grain, so we're giving America a great new product to try!"

- **Plan a special event**

A Whole Day for Whole Grain happens in towns and cities across the country. Show your support for the community where your headquarters or plant is located with your own hands-on sampling event. Give out granola bars in a local park. "Adopt" a local school and drop off cereal samples for their breakfast program. Deliver loaves of bread to your local food pantry. Partner with a local restaurant to do a cooking demo featuring your pasta. Anything can be part of a Whole Day for Whole Grain!

**A Whole Day for Whole Grain is about
reducing barriers, not just offering freebies.**

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Promotion Tips for Whole Grain Food Manufacturers

In addition to listing participants on our site, we broadcast to our newsletter subscribers and enlist the help of popular bloggers and other consumer press to get the word out about all our partners' diverse activities. At the same time, we encourage you to promote your celebration too, in ways that only you can:

- **Promote on social media**

Talk up your plans on your website, Facebook page, or Twitter. You know your diners—take this opportunity to introduce them to something new. Feel free to use our Whole Day for Whole Grain [social media graphics](#), too!

- **Co-promote with partners**

If you're partnering with a grocery or specialty food store, ask them about promotion in their regular flyer or newsletter to "pre-book" participants in your event.

- **Use your best resources**

Ask your employees for help in any local promotions! Give them samples for their book club, their kid's scout meeting, or the soccer team's away game. Anywhere that food is shared, make it your product.



Take inspiration from past ideas from every segment of the market!

Food Service



Guess the Grains Sampling Bar
Compass NA cafeteria

QSR



Buy One, Get One Free offer
Auntie Anne's

Healthcare



Chef Demo and RD Talk
Rex Healthcare



Duck Boat Sample Giveaway
Whole Grains Council

Food Mfr.



Facebook Sweepstakes
Better4U Foods

QSR



Twitter Giveaway
McDonald's

Supermarkets

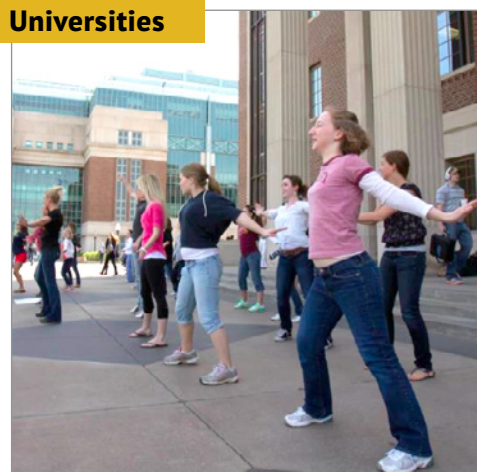


Quiz Game, Whole Grain Prizes
Giant Eagle Supermarkets



Mayoral Proclamation
City of Boston

Universities



UMN Campus Flash Mob
Grains for Health Foundation