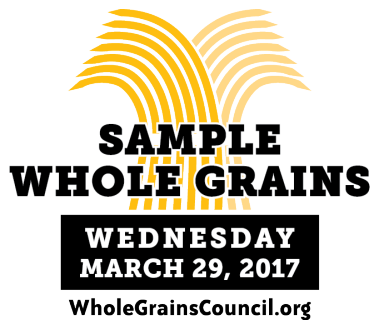


Today, most people only need to try a new whole grain to realize they like it. This means that the best way to increase whole grain consumption is to find ways to help everyone try more whole grains.



That's why Oldways and the Whole Grains Council invented Whole Grain Sampling Day. Held every year on the last Wednesday in March, Whole Grain Sampling Day 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 on Wednesday, March 29, 2017 for the next Whole Grain Sampling Day. The benefits to your customers are obvious: they'll learn how delicious and nutritious can team up, with whole grains, and they'll reap the many health benefits of whole grain foods. But what are the benefits to you as a business?

Four Great Benefits

for Supermarkets and Grocery Stores

- 1. Increase Traffic.** Whole Grain Sampling Day can drive traffic to your store. But you have to help us help you out, by planning a whole grain promotion.
- 2. Generate Positive Press.** Some supermarkets are more closely associated with health and wellness than others. We can help ensure that shoppers recognize your commitment to health and wellness.
- 3. Enjoy Higher Margins.** In-store bakeries have some of the highest profit margins of any department, and premium artisanal items like whole grain breads are a key part of this department. WGSD is a great time to shine a spotlight on your in-store bakery.
- 4. Compete with Restaurants.** If you're competing for customers' take-out dollars by expanding your offering of deli-style quick meals, grain salads (with popular grains like faro and quinoa) are a great addition. We can draw attention to your meals-to-go prowess!

Participation is Easy

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 and next steps. And don't miss our highlights of previous years' Whole Grain Sampling Day events, on the last page.

Ideas for **Supermarkets and Grocery Stores**

Whole grain samplings in supermarkets are a natural. You're doing them regularly anyway, so why not arrange your schedule to focus on whole grains during the last week of March? Our national PR will help drive traffic to your store.

■ **Do a Demo!**

If you have the space and capacity, cooking demos are a great way to entice people to try new things. Just the smell of something cooking will have customers following their noses over to your table, where you can hook them in with a tasty whole grain treat!

■ **Invite Your Vendors to Sample Their Own Products**

Smaller vendors in particular are always looking for ways to broaden their reach. Ask them to come in on WGSD to talk up their product, meet customers and give out samples and coupons.

■ **Use Our "Matchmaker" Service**

Want to know which manufacturers might be interested in supplying products for your whole grain demo or sampling event? We're making a list and checking it twice, and we can help match you with an appropriate vendor.

■ **Showcase Your In-store Bakery and Deli**

Shoppers may not be aware of your high-end gourmet whole grain choices like breads and grain salads. Sampling of these items can draw them into this corner of the store.

■ **Schedule a Whole Grain Store Tour**

Whole Grain Sampling Day is about reducing barriers, not just offering freebies. Your store dietitian or wellness coordinator can organize a Whole Grain Store Tour to make shoppers more aware of all the great whole grain products you carry - a great way to increase sales. Use our Whole Grain Store Tour kit and it's easy.

■ **Everyone Loves a Sale**

Work with your vendors to offer deals on great tasting whole grain products during the last week of March. Specials and coupons always increase the likelihood that a customer will try something new. Ask your employees for their favorite products and start from there!

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

How to Commit and Promote

Just do it!

But seriously—all we ask is that you tell us you're in, and we'll help you do the rest. (No contract to sign, no fee to pay.) Contact **Kelly Toups** (617-896-4884 or Kelly@oldwayspt.org) to get on board, or with any questions.

In addition to listing you on our site as a participant in our 2017 festivities, we'll be broadcasting to our newsletter subscribers and enlisting the help of popular bloggers and other consumer press to get the word out about all our Sampling Day partners' diverse activities.

At the same time, we encourage you to promote your participation too, in ways that only you can do:

Promotion Tips

for Supermarkets and Grocery Stores

Get the word out. Once you've decided how to participate in Whole Grain Sampling Day, use your weekly flyers or website to talk it up. Customers use these tools as ways to locate deals and freebies, so make sure they can find them!

Enlist social media. You can talk up your plans on your website, Facebook page and Twitter. If you need some ideas on what has been done in the past, take a look here (<http://wholegrainscouncil.org/get-involved/whole-grain-sampling-day>) and start thinking about ways to make this year's event even better. You know your customers - take this opportunity to introduce them to something new!

Do community outreach. Many supermarket RDs regularly appear on local radio and TV outlets. Use an appearance as close to March 29 as possible to tell your broadcast audience about your Whole Grain Sampling Day plans.

Make a YouTube video. Your competitors may already be creating small videos about whole grains to promote their commitment to whole grains. Can you do something like this?

Don't Miss Out

Contact Kelly today (617-896-4884 or Kelly@oldwayspt.org) and join the Sampling Day fun.

No Contract To Sign, No Fee To Pay.

PAST WHOLE GRAIN SAMPLING DAY EXAMPLES

Inspiration, from past creative ideas, for every segment of the market!

Foodservice



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

Food Mfr.



Duck Boat Sample Give-away
Whole Grains Council



Facebook Sweepstakes
Better4U Foods

QSR



Twitter Giveaway
McDonald's

Supermarket

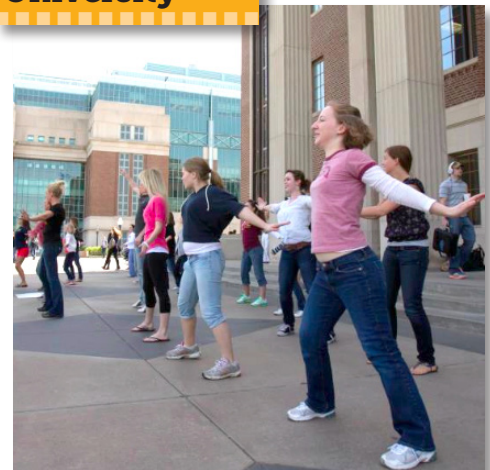


Quiz Game, Whole Grain Prizes
Giant Eagle Supermarkets



Mayoral Proclamation
City of Boston

University



U MN Campus Flash Mob
Grains for Health Foundation