

# HOW AND WHY TO TAKE PART IN WHOLE GRAIN SAMPLING DAY 2021



**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 31, 2021** for the next Whole Grain Sampling Day. The benefits to your diners 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 university foodservice provider?



## Four Great Benefits for Whole Grain Food Manufacturers

- 1. Increase Brand Awareness.** Whole Grain Sampling Day can drive traffic to your brand. But you have to help us help you out, by planning a whole grain promotion.
- 2. 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.
- 3. Encourage Repeat Sales.** When you sample a product in a participating grocery store on Whole Grain Sampling Day, hand out coupons! Make one a super deal for that day only, and a second one for use later – when they run out!
- 4. Beat the Competition.** Stores will likely only sample one or two types of cereal, crackers, bread, granola, etc. 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

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.

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## Ideas for Whole Grain Food Manufacturers

You're promoting whole grains regularly anyway, so why not arrange your schedule to focus on whole grains during the last week of March? Our simultaneous national PR will help your whole grains message break through the clutter.

### ■ 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're making a list and checking it twice, and 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 31 event.

### ■ Offer a Discount of BOGO Coupon

Everyone loves to save money, so offer deals on great-tasting whole grain products on Whole Grain Sampling Day. 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, Sampling Day 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 March 31, 2021 for a great media hook. "It's National Whole Grain Sampling Day, so we're giving America a great new product to try!"

### ■ Plan a Special Event

Whole Grain Sampling Day 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 Sampling Day!

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

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## 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.)

In addition to listing you on our site as a participant in our 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 Whole Grain Food Manufacturers

### ■ Get the word out.

Once you've decided how to participate in Whole Grain Sampling Day, talk it up every way you can. As the saying goes, if you've got it, flaunt it.

### ■ Enlist social media.

Talk up your plans on your website, Facebook page, and Twitter. For ideas, [take a look here](#) 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.

### ■ 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.

## Don't Miss Out!

**Contact Caroline Sluyter today at (617-896-4832) or [caroline@oldwayspt.org](mailto:caroline@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!

## 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