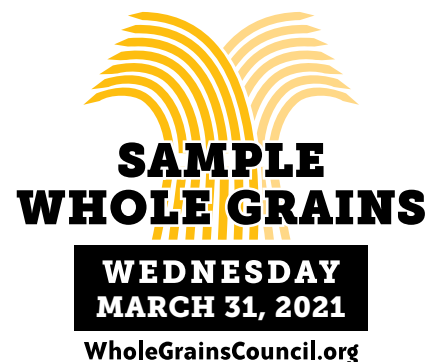


MAKING A BIG SPLASH WITH WHOLE GRAIN SAMPLING DAY

Companies that #SampleWholeGrains on social media are off to a good start, but giveaways, specials, and in-person events bring even more attention, buzz, and happy customers. Make March 31, 2021 the best Whole Grain Sampling Day yet, by channeling some of our favorite promotions from the past few years:



■ In-Store Surprises for Customers Who Order Whole Grains

Subway's dietitian spent the lunch hour of Whole Grain Sampling Day 2015 in one of the chain's Boston restaurants, chatting with customers about the hearty taste and health benefits of whole grains, and letting customers sample their 9-Grain Whole Wheat Bread. Customers who ordered their sub on whole grain bread were rewarded with a surprise \$5 gift card.

■ Guerilla Marketing to Morning Commuters

On the morning of Whole Grain Sampling Day 2016, **Seven Sundays** passed out whole grain sample bags and spread the word about Whole Grain Sampling Day to commuters headed to work in downtown Minneapolis.

■ Coupons on Whole Grain Menu Items

Rubio's celebrated Whole Grain Sampling Day 2014 by offering \$1 off any burrito served on a whole grain tortilla or \$1 off any Two Taco Plate served on stone-ground corn tortillas for their Facebook fans. Similarly, **Dunkin'** celebrated Whole Grain Sampling Day 2014 with a Buy-One-Get-One-Free offer on whole wheat and multigrain bagels through the Dunkin' Mobile® App.

■ Coordinated Campus Events

For Whole Grain Sampling Day 2016, the **Harvard T.H. Chan School of Public Health** had a lunchtime whole grain lecture and sampling, where Dr. Frank Hu presented whole grain health research and chef Arlene explained where to find whole grains in Harvard dining halls. There were also plenty of whole grain samples from the cafeteria for students to taste. In 2017, the **University of Arkansas** had a whole grain scavenger hunt around campus.

■ In-Store Samples and Specials to Entice Customers

On Whole Grain Sampling Day 2016, participating locations of **Au Bon Pain** enticed customers with samples of their Multigrain Baguette with Whole Grains, while **Mei Mei** featured whole grain triticale in half of their menu items all day at one of their Boston locations. More than 100 supermarkets across the US and Canada had in-store whole grain product sampling events on Whole Grain Sampling Day 2017 to entice customers to purchase a new whole grain item.

■ Attention-Grabbing Giveaways and Product Releases

On Whole Grain Sampling Day 2015, **Way Better Snacks** introduced a new whole grain product on social media, and offered a one-day 50%-off sale on their whole grain products in their online shop. **Bob's Red Mill** did product giveaways every hour on Whole Grain Sampling Day 2017 on Facebook and Instagram.

