



QUALITY & GOODNESS YOU CAN TRUST!

Since 1914, Field® has earned the respect of multiple generations of families for its great-tasting products made from traditional recipes and offered at budget-friendly prices. Consistently high-quality and delivered with unwavering customer service, over the years Field® products have won the respect of countless retailers, too.

SCHEDULE

		JAN 2021	FEB 2021	MAR 2021
SOCIAL MEDIA	Social Media			
	Paid Social Media			
SHOPPER MARKETING & GRASSROOTS	In-Store POP Signage			
	Promos and Giveaways			

SOCIAL MEDIA

Always-on social media content engages “Moms” age 25-54 across market regions with downloadable coupons, product recipes, contests, giveaways and more.



821
THOUSAND
IMPRESSIONS



A REAL VALUE-ADD YOU CAN PROMOTE

CUSTOMIZED RETAILER MARKETING SUPPORT

AVAILABLE FOR NATIONAL AND LARGE TO MID-SIZE REGIONAL CHAINS

We'll synergize our marketing with your buyer's marketing! For consideration, forward your buyer's current marketing program to Brooklyn Maple at BMaple@KentuckyLegend.com with the following information included:

- Retailer Name
- Objective of program
(EX: new item, gain trial, increase ACVs, account support)
- Products for the program
- Annual sales in lbs. and dollars
- Timing
- Cost

NOTE: Expect at least 2 week lead-time for approval

EXAMPLES INCLUDE:

Retailer Digital Programs
Retailer Special Publications
Retailer Special Circulars

TEAR PADS TO BE SENT TO SALES REPS
WEEK OF DECEMBER 7TH-11TH

*volume sales higher than 500k lbs

STANDARD RETAILER SHOPPER MARKETING SUPPORT

AVAILABLE FOR ALL RETAILERS UPON REQUEST

Email MarketingTeam@KentuckyLegend.com



COUPON PROGRAMS

Load-to-card, sales quarterly coupons, in-ad programs and routine circulars reward loyal customers with exclusive discounts.



P.O.P. MARKETING

Motivate sales at the point of purchase with flyers, case dividers, shelf-talkers, tear-pad coupons and more.