



## THE “SMILE-MAKIN’ PEOPLE”

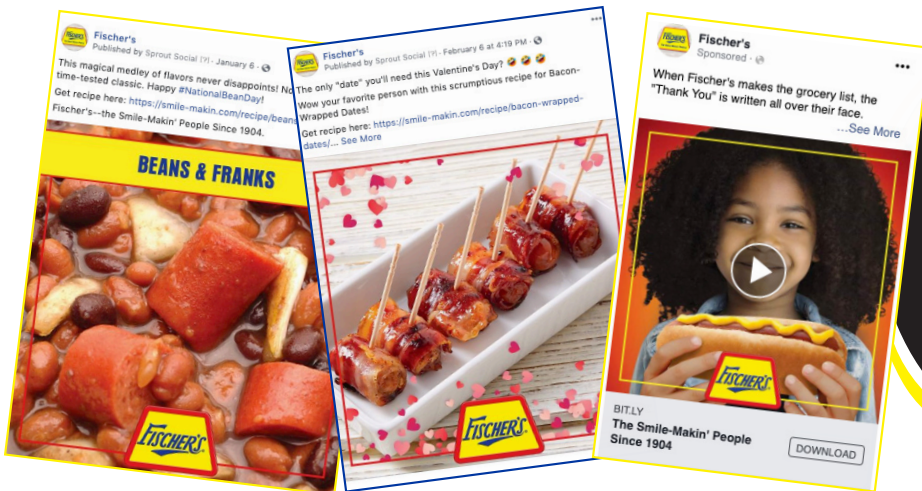
Fischer’s®, The “Smile-Makin’ People”, has been delighting kids and parents alike for years with its hot dogs, lunch meat, bacon and more. Using only USDA-select cuts and time-honored recipes, Fischer’s® offers classic meat products that anyone can afford, which is why we say, “Moms see the value; kids see the fun!”

### SCHEDULE

|                                |                                | JUL 2021 | AUG 2021 | SEP 2021 |
|--------------------------------|--------------------------------|----------|----------|----------|
| SOCIAL MEDIA                   | Social Media                   |          |          |          |
|                                | Paid Social Media              |          |          |          |
| SHOPPER MARKETING & GRASSROOTS | In-Store POP Signage           |          |          |          |
|                                | Promos and Giveaways           |          |          |          |
| SPONSORSHIPS                   | University of Louisville Radio |          |          |          |

### SOCIAL MEDIA

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

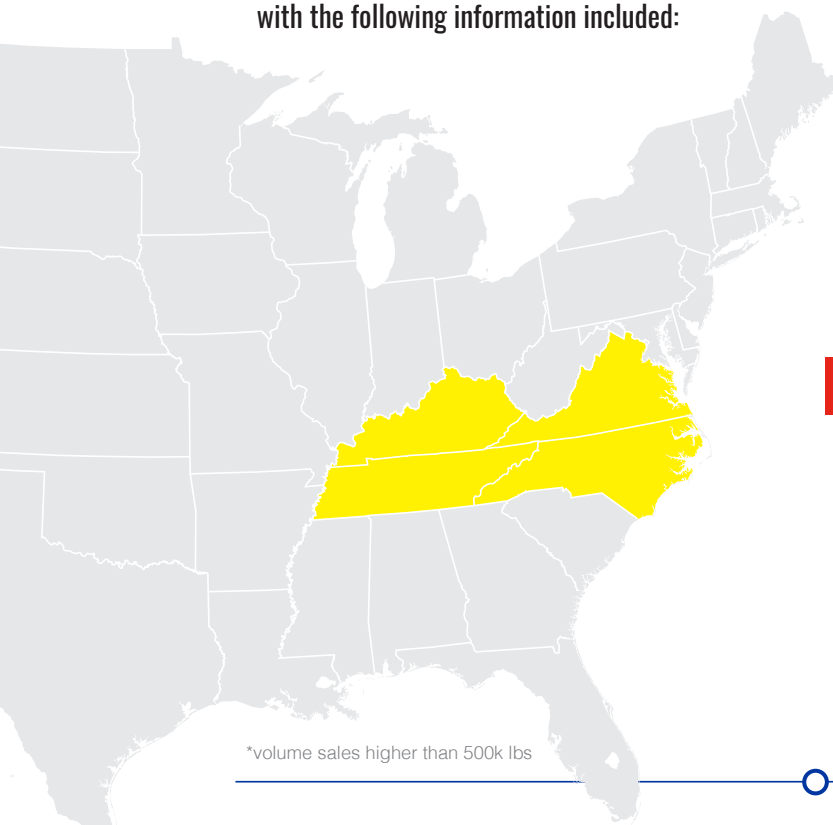




## MAKE YOUR BUYERS SMILE

### 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](mailto: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

\*volume sales higher than 500k lbs

### STANDARD RETAILER SHOPPER MARKETING SUPPORT AVAILABLE FOR ALL RETAILERS UPON REQUEST

Email [MarketingTeam@KentuckyLegend.com](mailto: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.