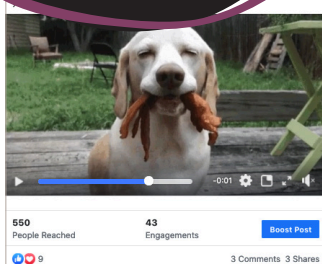


ALWAYS-ON SOCIAL MEDIA CONTENT IS BUILDING A LOYAL FOLLOWING IN KEY MARKET REGIONS

OVER **TWO** MILLION IMPRESSIONS

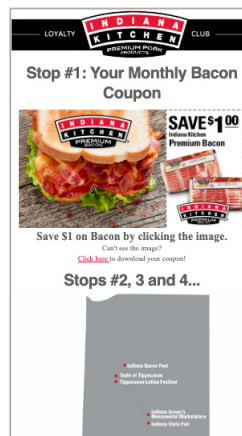
Social and digital content aims to inform and inspire, keeping Indiana Kitchen top-of-mind for consumers and converting customers into long-term fans.

- Weekly recipe posts drive traffic to website and motivate increased usage across product line
- Monthly coupon offers promote retail sales
- Contests and giveaways drive traffic to website



DRIVING CONSUMERS TO RETAIL STORES BY SENDING MONTHLY LOYALTY CLUB EMAILS

Monthly Loyalty Club emails and social media ads send print-at-home coupon offers to Indiana Kitchen fans and interested foodies.



22+ THOUSAND SUBSCRIBERS



TAKING INDIANA KITCHEN ON A ROAD TRIP ALL SUMMER LONG



Indiana Bacon Festival [August 28]

Indiana Kitchen's Marquee event brings **BACON, BANDS and BREW** together for one incredible fun filled night! The 8th Annual Indiana Bacon Festival held in downtown Delphi, IN, draws crowds from all over the state, celebrating all things bacon. Indiana Kitchen's multiple booths provides attendees with free bacon samples, sells bacon packages on-site, plus gives out a ton of bacon related swag!



*Dates are subject to change**



SPORTS SPONSORSHIPS | Q2 2022

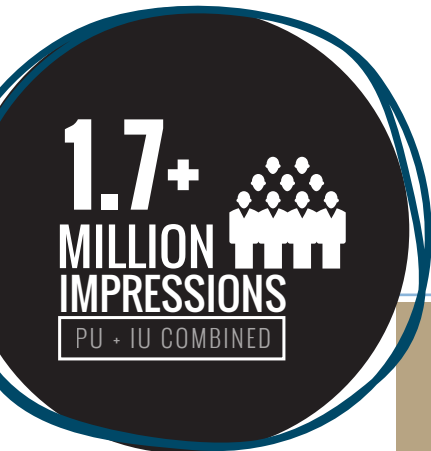
Building the brand in home markets through beloved sports programs

FINDING FANS THROUGHOUT THE STATE



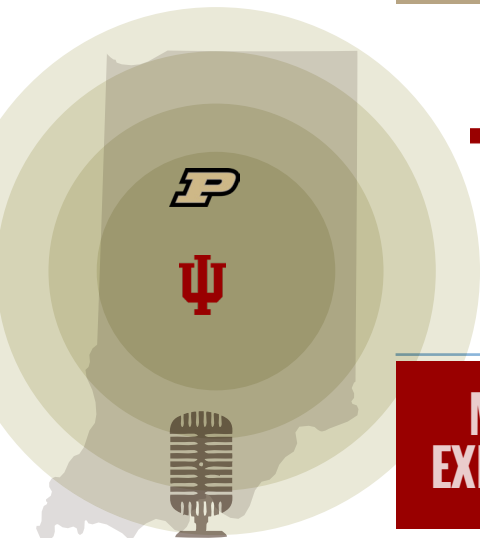
Lafayette Aviators : July-August

As a sponsor of the Lafayette Aviators, Indiana Kitchen generates numerous brand exposures among baseball fans in the Lafayette community. A popular outing for families, Aviators home games will be played at the newly renovated Loeb Stadium.



Purdue Football : August-January

As an official sponsor for Purdue's football team, Indiana Kitchen generates numerous brand exposures among Boilermaker fans in Ross-Ade Stadium as well as across Boilermaker nation.



IU Football : August-January

As an official sponsor for Indiana University's football team, Indiana Kitchen also generates numerous brand exposures among Hoosier fans in Memorial Stadium as well as across Hoosier nation.





ROBUST RETAIL MARKETING SUPPORT

CUSTOMIZED RETAILER MARKETING SUPPORT AVAILABLE FOR NATIONAL AND LARGE TO MID-SIZE REGIONAL CHAINS

RETAILER DIGITAL PROGRAMS | RETAILER SPECIAL PUBLICATIONS | RETAILER SPECIAL CIRCULARS | IN-STORE DEMOS

We'll synergize our marketing with your buyer's marketing! For consideration, forward your buyer's current marketing program to Brooklyn Maple with the listed information included.

BMaple@KentuckyLegend.com

- 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

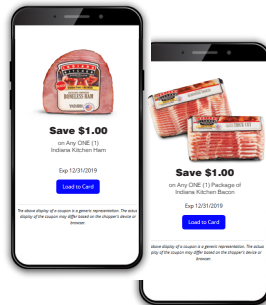
NOTE: Expect at least 2 week lead-time for approval

STANDARD LEVEL AVAILABLE FOR ALL RETAILERS UPON REQUEST

Email requests to : MarketingTeam@KentuckyLegend.com



COUPON PROGRAMS



- Sales Quarterly Coupon requests such as tear pads, IRC's, etc.
- Coupons created for your own media environments (i.e. website or mobile app)
- Reward loyal customers with exclusive discounts



P.O.P. MARKETING



- Options include flyers, case dividers, shelf-talkers, coupon tear-pads and more
- Motivate sales at the point of purchase



SCHEDULE | Q2 2022

		JUL 2021	AUG 2021	SEP 2021
SOCIAL MEDIA	Social Media	[Active]		
	Paid Social Media	[Active]		
	Loyalty Club Emails	[Active]		
SPONSORSHIPS	Lafayette Aviators	[Active]		
	Purdue Sports		[Active]	
	Indiana University Sports		[Active]	
EVENTS	Indiana Bacon Festival		[Active]	
SHOPPER MARKETING	In-Store POP Signage	[Active]		
	Promos and Giveaways	[Active]		

*Dates are subject to change**