



MARKETING PLAYBOOK | Q1 2022

YOU DON'T BECOME THE #1 RETAIL BONELESS HAM OR SLICED TURKEY

WITHOUT A GOOD STORY*



**33.2%
GROWTH
IN DOLLAR SALES**

*#1 in dollars and volume for boneless ham, per IRI Total U.S. 52 weeks ending 1/24/21

WHERE
FOOD

ought a

COME FROM

Consumer-researched campaigns that ties integrated marketing elements together going into FY2022 and beyond.

- Leverages brand's heritage, strengthens existing marketplace reputation
- Reflects positive associations with Kentucky geography and culture
- Sets stage for messaging about superior craftsmanship and quality



COLLECTIVELY, MARKETING SUPPORT
GENERATES MORE THAN

**344 MILLION
IMPRESSIONS**

PER YEAR

INSPIRING USAGE & DRIVING TRIAL THROUGH LARGE-SCALE SOCIAL MEDIA CAMPAIGNS

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

7.4 MILLION IMPRESSIONS

91K+ FOLLOWERS ACROSS SOCIAL CHANNELS

Relevant and engaging content keeps Kentucky Legend top-of-mind and sustains long-term brand commitment.

- Seasonal and trending recipes inspire usage
- Monthly coupon offers promote retail sales
- Contests and giveaways drive traffic to website
- Re-airing TV segments amplifies coverage



DRIVING CONSUMERS TO RETAIL STORES

CASE STUDY : HOLIDAY HAM SWEEPSTAKES



TOTAL REACH:
87k unique retail shoppers

IMPRESSIONS:
396k impressions

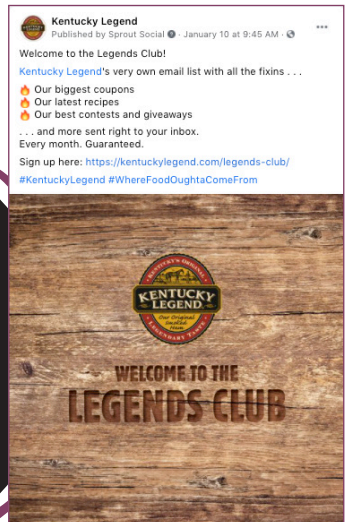
NEW LOYALTY CLUB SIGN-UPS:
18.8k new members

ENGAGEMENT RATE:
14%*
*Compare to 0.1% food & beverage industry average

LOYALTY CLUB EMAILS

Monthly Loyalty Club emails send print-at-home coupons, recipes & more to Kentucky Legend fans.

62+ THOUSAND SUBSCRIBERS



BRINGING KENTUCKY LEGEND RECIPES RIGHT INTO CONSUMERS' HOMES



EXPECTED

17.5
MILLION
IMPRESSIONS

CELEBRITY CHEF JAMIE GWEN PROMOTES RECIPES FOR KENTUCKY LEGEND



Peach Riesling Glaze
Easter Recipe
airing March 24th

4th of July Eats
airing June 30th

- Video linked on 2,000 sites including CNN, Bon App Food&Wine, MSN, Epicurious, Time, People, and more
- Featured on Kentucky Legend social media & website
- Airs nationally in various markets, including all of the top 20 Markets.

River City
WEEKEND

AVERAGES

500
THOUSAND
IMPRESSIONS
PER BROADCAST

COOKING SEGMENTS ON RIVER CITY WEEKEND'S "LEGENDARY COOKING" VIA WFIE STATIONS



Airs in
Southern Indiana,
Northern KY,
Southeast IL

Dates TBD

- Airs on WFIE stations & social media
- Featured on Kentucky Legend social media & website



STRATEGIC SPONSORSHIPS | Q1 2022

BUILDING RAPPORT WITH KEY DEMOGRAPHICS BY PARTNERING WITH OTHER HIGH-AFFINITY BRANDS



KENTUCKY WILDCATS

As the Official Hot Dog of the University of Kentucky's baseball program, Kentucky Legend generates numerous brand exposures among Wildcat fans both within Kentucky Proud Park and across the fanbase which spans coast to coast.



MEDIA EXPOSURE:

IN-STADIUM SIGNAGE • CONCESSIONS • EVENT PROGRAMS • RADIO • SOCIAL MEDIA



LOUISVILLE CARDINALS

Kentucky Legend generates numerous brand exposures among Louisville fans both within Jim Patterson Stadium, and across the fan-base which spans coast to coast.

MEDIA EXPOSURE:

RADIO



BOWLING GREEN HOT RODS

The Bowling Green Hot Rods are a Minor League Baseball team of the Midwest League and the Class A affiliate of the Tampa Bay Rays. Located in Bowling Green, Kentucky Legend is the Official Hot Dog of the Hot Rods. Sponsorship includes signage at the new Bowling Green Ball Park.



BBQ BLOCK PARTY

Kentucky Legend is a proud sponsor of this year's BBQ Block Party, scheduled for May 8th. This local event is in lieu of the annual BBQ Festival held in previous years, and is an opportunity for chefs to fire up their grills and compete for the grill master title. Awards are given for best preparation of pork and an overall Grand Champion will be selected.

OWENSBORO LIP SYNC BATTLE

Kentucky Legend is a title sponsor yet again for the Puzzle Pieces' Owensboro Lip Sync Battle fundraising event on May 1st. Join us for a night of fun and laughter at the Owensboro Convention Center.

*Dates are subject to change**



CUSTOMIZED PROGRAMS TO CONVERT MORE SALES AT YOUR MEAT CASE

MORE LEGENDARY TOGETHER!

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

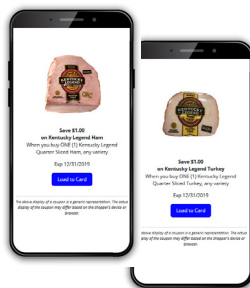
NOTE: Expect at least 2 week lead-time for approval

STANDARD RETAILER SHOPPER MARKETING SUPPORT 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 | Q1 2022

		APR 2021	MAY 2021	JUN 2021
SOCIAL MEDIA	Social Media	[Active]		
	Paid Social Media	[Active]		
	Loyalty Club Emails	[Active]		
TV COVERAGE	WFIE-Legendary Cooking	[Active]		
	Satellite Media Tours	[Active]		[Active]
	Chef Duran/Chef Jamie Etc. & Specials			[Active]
SPONSORSHIPS	University of Kentucky Sports	[Active]		
	University of Louisville Sports	[Active]		
	Bowling Green Hot Rods			[Active]
SHOPPER MARKETING & GRASSROOTS	In-Store POP Signage	[Active]		
	Promos and Giveaways	[Active]		
	Fairs, Festivals and Events		[Active]	
			[Active]	

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