



MARKETING PLAYBOOK | Q4 2021

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

WITHOUT A GOOD STORY*



**25.9%
GROWTH**
IN DOLLAR SALES
FOR THE KENTUCKY
LEGEND BRAND

*#1 in dollars and volume,
per IRI Total U.S. 52 weeks
ending 9/6/20

WHERE
FOOD

ought a

COME FROM

Consumer-researched campaigns that ties integrated marketing elements together going into FY2021 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

**424 MILLION
IMPRESSIONS**

PER YEAR

REACHING HUNGRY CONSUMERS ONLINE : THE #1 STOP FOR PRODUCT RESEARCH

MARCH 2ND-APRIL 10TH*

24.6
MILLION
IMPRESSIONS

12 MILLION
COUPONS

CATALINA®

Personalized Digital Media



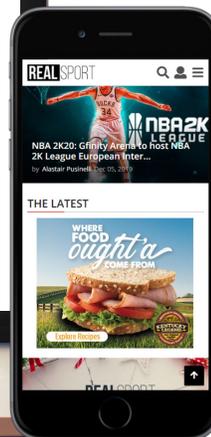
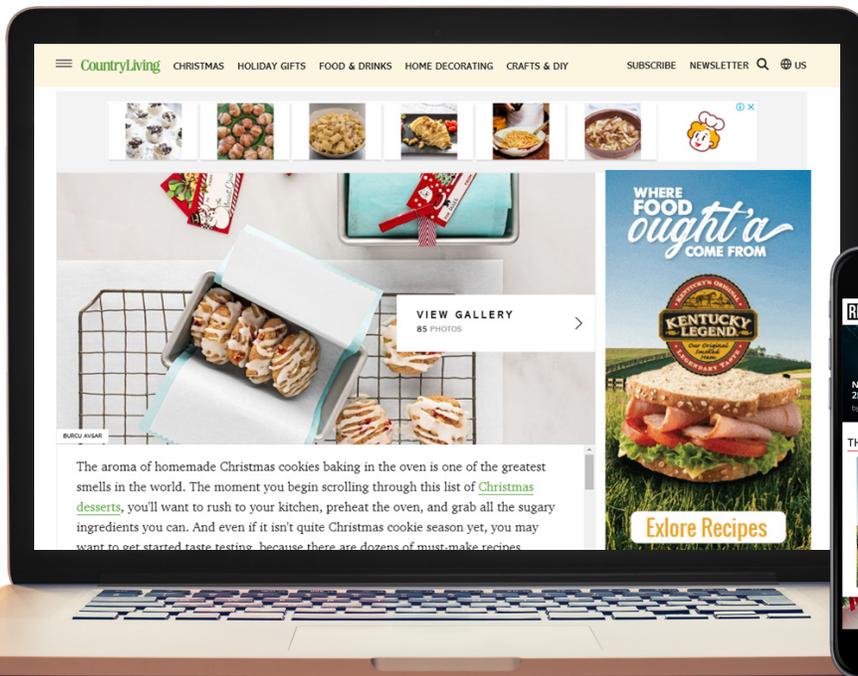
CATALINA

Digital targeting service uses custom UPC tracking to reach...

1. Previous Kentucky Legend buyers
2. Lapsed buyers
3. Medium-to-heavy category buyers

...with online ads for Kentucky Legend® coupons and recipes

REAL-WORLD EXAMPLES



*Dates are subject to change once contracts are finalized



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

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

3.9
MILLION
IMPRESSIONS

93K+ 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 offerings promote retail sales
- Contests and giveaways drive traffic to website
- Re-airing TV segments amplifies coverage



DRIVING CONSUMERS TO RETAIL STORES WITH LOYALTY CLUB EMAILS

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

OPEN RATE FOR KENTUCKY LEGEND
INITIAL "WELCOME" EMAIL:
30.6%
MORE THAN DOUBLE
COMPARED TO AVERAGE
OPEN RATE FOR RETAIL BRANDS:
12.3%



33K+
SUBSCRIBERS



TELLING THE KENTUCKY LEGEND STORY ACROSS KEY MARKETS

NASHVILLE INDIANAPOLIS LOUISVILLE BIRMINGHAM

732.5
THOUSAND
IMPRESSIONS

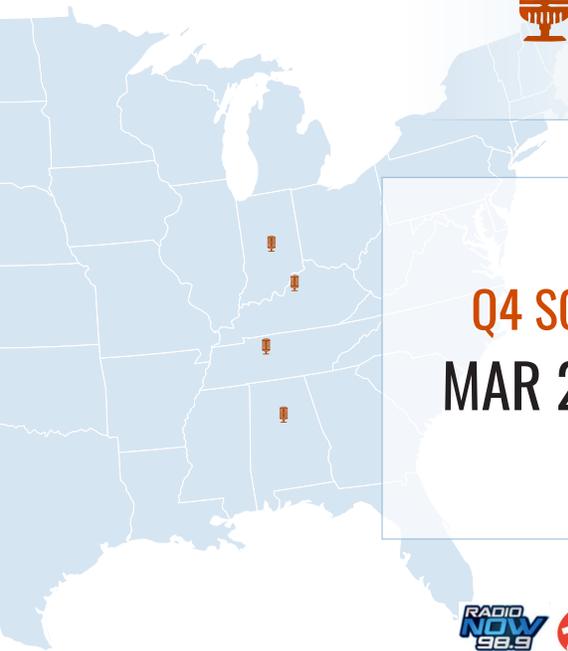
IN CORE SHOPPER DEMOGRAPHIC
WOMEN 25-54 YEARS OLD

WHY RADIO?



Female shoppers age 18-54 (target demographic) spend more time listening to FM radio than any other audio source.*
FM radio's audience-share is 11x bigger than Spotify and 4.5x bigger than Pandora.

*Edison Research's "Share of Ear," FM radio has a 44% share of audio time spent.



Q4 SCHEDULE:
MAR 22-APR 4

TARGET:

Selected stations represent the #1 or #2 in market for female shoppers age 25-54

GENRE:

Mix of country and adult contemporary

AIRING:

More than 225 plays total during two-week run





BRINGING KENTUCKY LEGEND RECIPES RIGHT INTO CONSUMERS' HOMES



Lifetime

CELEBRITY CHEF RALPH PAGANO PROMOTES KENTUCKY LEGEND RECIPES ON LIFETIME'S MORNING SHOW, "BALANCING ACT."

EXPECTED
129
MILLION
IMPRESSIONS



Airs across the Nation:
EASTER SEGMENT
MARCH TBA

- Airs Weekdays at 7:30am (ET/PT) on Lifetime
- Featured on Lifetime website
- Featured on Kentucky Legend social media & Kentucky Legend website



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



AVERAGES
500
THOUSAND
IMPRESSIONS
PER BROADCAST



Airs in Evansville, IN &
Owensboro, KY
MARCH TBA

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

*Dates are subject to change**



STRATEGIC SPONSORSHIPS | Q4 2021

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



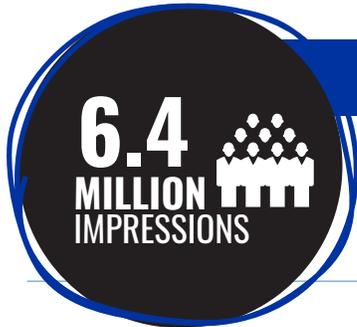
KENTUCKY WILDCATS

As the Official Hot Dog of the University of Kentucky's basketball program, Kentucky Legend generates numerous brand exposures among Wildcat fans both within Rupp Arena and across the fan-base which spans coast to coast.



MEDIA EXPOSURE:

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



Basketball Dates: Assuming 20 Game Basketball Season

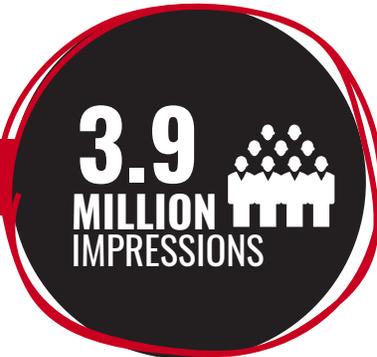


LOUISVILLE CARDINALS

Kentucky Legend generates numerous brand exposures among Louisville fans both within Cardinal Stadium as well as across the fan-base which spans coast to coast.

MEDIA EXPOSURE:

IN-STADIUM SIGNAGE • RADIO • SOCIAL MEDIA



Basketball Dates: Assuming 20 Game Basketball Season



TENNESSEE TITANS

As the Official Hot Dog of the Nashville-based NFL team, Kentucky Legend generates numerous brand exposures among Titans fans both inside Nissan Stadium and across the fan-base which is concentrated in Tennessee and neighboring states in the Southeast.



MEDIA EXPOSURE:

CONCESSIONS • RADIO • SOCIAL MEDIA

JAN 3



*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

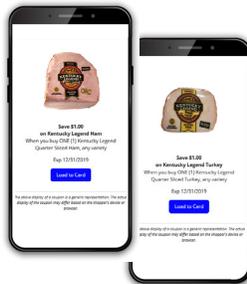
TEAR PADS TO BE SENT TO SALES REPS WEEK OF DECEMBER 7TH-11TH

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 | Q4 2021

		JAN 2021	FEB 2021	MAR 2021
DIGITAL MARKETING	Catalina Buyer Vision			TBD
SOCIAL MEDIA	Social Media			
	Paid Social Media			
	Loyalty Club Emails			
RADIO	Key Markets			
TV COVERAGE	Lifetime			TBD
	WFIE-Legendary Cooking			TBD
SPONSORSHIPS	University of Kentucky			
	University of Louisville			
	Tennessee Titans			
SHOPPER MARKETING & GRASSROOTS	In-Store POP Signage			
	Promos and Giveaways			

*Dates are subject to change**