SCOTT PETE
Since 1926.

THE FLAVOR OF CHICAGO

With Chicago roots dating back to 1926, Scott Pete® has been capturing the most discerning sausage enthusiasts with its lineup of sausages and hot dogs—distinctive for their larger size, meatier grind and natural casings that deliver an authentic first-bite 'pop' and hearty ethnic-inspired flavor.

SCHEDULE

		JUL 2020	AUG 2020	SEP 2020
SOCIAL MEDIA	Social Media			
	Paid Social Media			
SHOPPER MARKETING & GRASSROOTS	Shopper Marketing			
	In-Store POP Signage			
	Promos and Giveaways			

SOCIAL MEDIA

Always-on social media content engages a high-frequency meat-buying 25-45 y/o crowd in Chicago region with downloadable coupons, product recipes, contests, giveaways and more.


4.5 MILLION IMPRESSIONS

A RECIPE FOR SUCCESS

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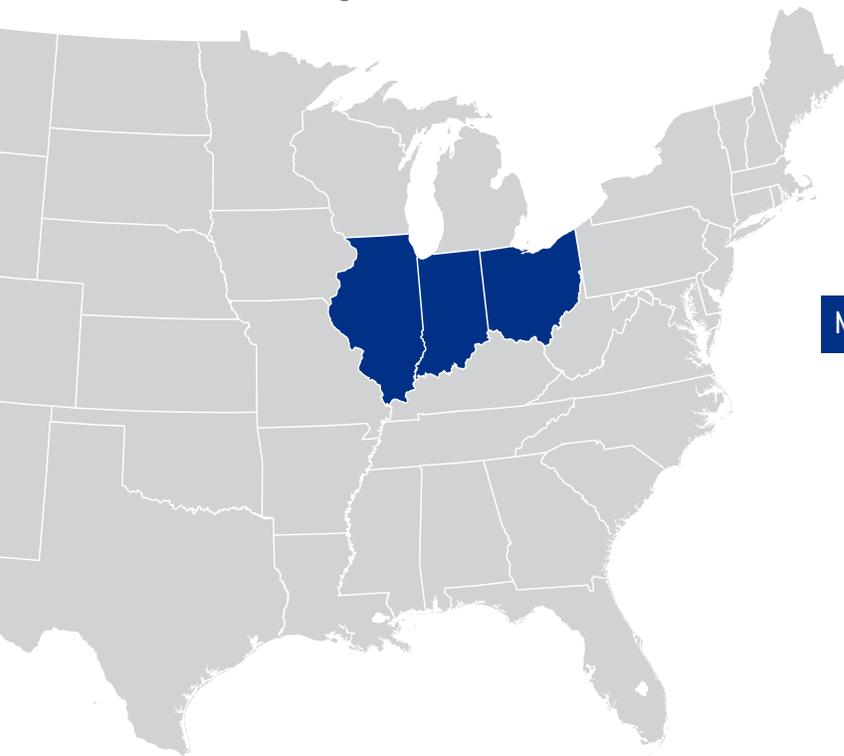
- Retailer Name
- Objective of program
  (EX: new item, gain trial, increase ACVs, account support)
- Products for the program
- Annual sales in lbs. and dollars
- Timing
- Cost

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

EXAMPLES INCLUDE:
Retailer Digital Programs
Retailer Special Publications
Retailer Special Circulars
In-store Demos

TEAR PADS TO BE SENT TO SALES REPS
WEEK OF JUNE 8TH-12TH

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.