



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

		JAN 2021	FEB 2021	MAR 2021
SOCIAL MEDIA	Social Media			
	Paid Social Media			
	Loyalty Club Emails			
SHOPPER MARKETING & GRASSROOTS	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. Launched in September of 2020, the loyalty club offers exclusive discounts to subscribers, as well as monthly reminders to enter ongoing sweepstakes, recipe highlights and more!

1.9K **SUBSCRIBERS**
LAUNCHED IN SEPT 2020

1.16 **MILLION IMPRESSIONS**

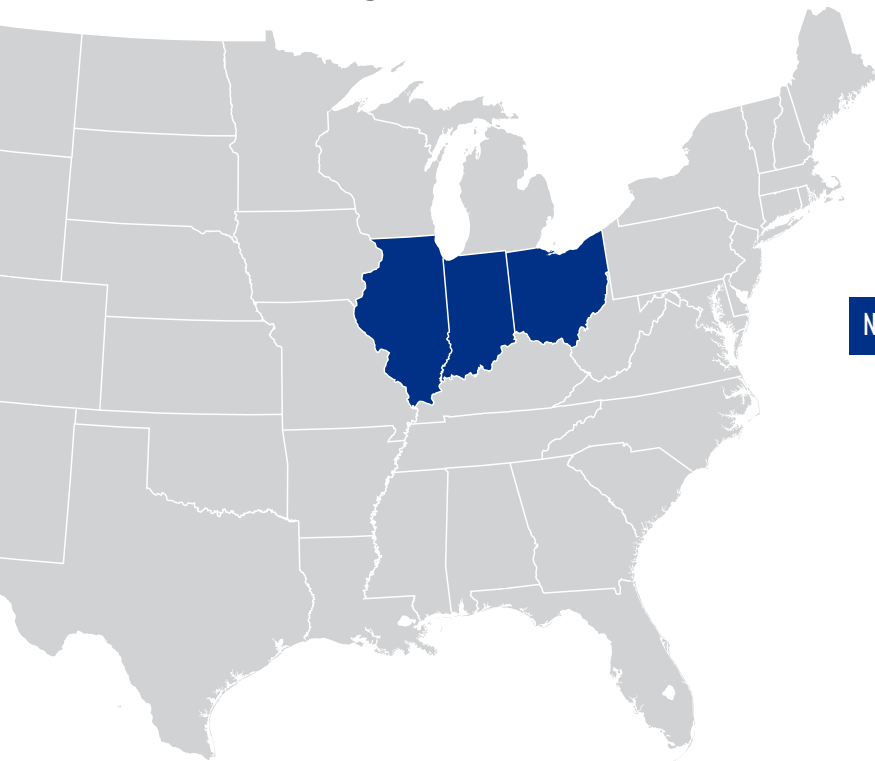




A RECIPE FOR SUCCESS

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 DECEMBER 7TH-11TH

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.