

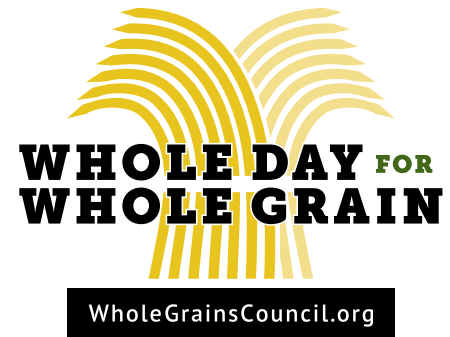
# How and why to celebrate a Whole Day for Whole Grain



**Today, most people only need to try a new whole grain to realize they like it. This means that the best way to increase whole grain consumption is to find ways to help everyone try more whole grains.**

That's why Oldways and the Whole Grains Council created a Whole Day for Whole Grain. Held every year on the last Wednesday in March, a Whole Day for Whole Grain is a creative, open-ended celebration unfolding in different ways in thousands of locations at the same time. Our goal is to have people everywhere saying, "That was great! Where have whole grains been all my life?"

We invite you to join us for the next Whole Day for Whole Grain. The benefits to your customers are obvious: they'll learn how delicious *and* nutritious whole grains are, and they'll reap the many health benefits of whole grain foods. But what are the benefits to you?



## Four Great Benefits for Supermarkets and Grocery Stores

- 1. Increase Traffic.** A Whole Day for Whole Grain can drive traffic to your store. But you have to help us help you out, by planning a whole grain promotion.
- 2. Generate Positive Press.** Some supermarkets are more closely associated with health and wellness than others. We can help ensure that shoppers recognize your commitment to health and wellness.
- 3. Enjoy Higher Margins.** In-store bakeries have some of the highest profit margins of any department, and premium artisanal items like whole grain breads are a key part of this department. A Whole Day for Whole Grain is a great time to shine a spotlight on your in-store bakery.
- 4. Compete with Restaurants.** If you're competing for customers' take-out dollars by expanding your offering of deli-style quick meals, grain salads (with popular grains like faro and quinoa) are a great addition. We can draw attention to your meals-to-go prowess!

## Participation is Easy

All we ask is that you tell us you're in, and we'll help you do the rest. There are no fees and almost no rules—virtually anything goes, as long as it celebrates whole grains.

We'll brainstorm with you, provide you with support materials, and help you get local and national publicity for your creative promotion of whole grains.

Read on for ideas, next steps, and highlights of previous years' events.

Join the fun and contact  
Caroline Sluyter:

**617-896-4832** or  
[caroline@OldwaysPT.org](mailto:caroline@OldwaysPT.org)

***No contracts to sign,  
no fees to pay!***

# How and why to celebrate a Whole Day for Whole Grain

## Celebration Ideas for Supermarkets and Grocery Stores

Whole grain samplings in supermarkets are a natural combo. You're doing samplings regularly anyway, so why not arrange your schedule to focus on whole grains during the last week of March? Our national PR will help drive traffic to your store.

- **Do a demo**

If you have the space and capacity, cooking demos are a great way to entice people to try new things. Just the smell of something cooking will have customers following their noses over to your table, where you can hook them in with a tasty whole grain treat.



- **Invite your vendors to share their products**

Smaller vendors in particular are always looking for ways to broaden their reach. Ask them to come in to talk about their product, meet customers, and give out samples and coupons.

- **Use our “matchmaker” service**

Want to know which manufacturers might be interested in supplying products for your whole grain demo or sampling event? We can help match you with an appropriate vendor.



- **Showcase your in-store bakery and deli**

Shoppers may not be aware of your high-end gourmet whole grain choices like breads and grain salads. Samples of these items can draw them into this corner of the store.

- **Schedule a Whole Grain Store Tour**

A Whole Day for Whole Grain is about reducing barriers, not just offering freebies. Your store dietitian or wellness coordinator can organize a [Whole Grain Store Tour](#) to make shoppers more aware of all the great whole grain products you carry—a great way to increase sales.



- **Everyone loves a sale**

Work with your vendors to offer deals on great-tasting whole grain products during the last week of March. Specials and coupons always increase the likelihood that a customer will try something new. Ask your employees for their favorite products and start from there.

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## Promotion Tips for Supermarkets and Grocery Stores

In addition to listing participants on our site, we broadcast to our newsletter subscribers and enlist the help of popular bloggers and other consumer press to get the word out about all our partners' diverse activities. At the same time, we encourage you to promote your celebration too, in ways that only you can:

- **Get the word out**

Once you've decided how to participate in A Whole Day for Whole Grain, use your weekly flyers or website to talk it up. Customers use these tools as ways to locate deals and freebies, so make sure they can find them. Download our [Whole Day for Whole Grain logos](#) to include in your materials.

- **Promote on social media**

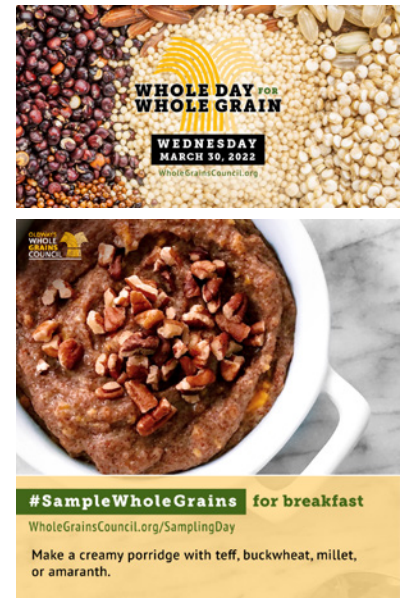
Talk up your plans on your website, Facebook page, or Twitter. You know your customers—take this opportunity to introduce them to something new. Feel free to use our Whole Day for Whole Grain [social media graphics](#), too!

- **Do community outreach**

Many supermarket RDs regularly appear on local radio and TV outlets. Use an appearance as close to a Whole Day for Whole Grain as possible to tell your broadcast audience about your plans.

- **Make a YouTube video**

Your competitors may already be creating small videos about whole grains to promote their commitment to whole grains. Can you do something like this?



**A Whole Day for Whole Grain is about  
reducing barriers, not just offering freebies.**



# Take inspiration from past ideas from every segment of the market!

## Food Service



**Guess the Grains Sampling Bar**  
Compass NA cafeteria

## QSR



**Buy One, Get One Free offer**  
Auntie Anne's

## Healthcare



**Chef Demo and RD Talk**  
Rex Healthcare



**Duck Boat Sample Giveaway**  
Whole Grains Council

## Food Mfr.



**Facebook Sweepstakes**  
Better4U Foods

## QSR



**Twitter Giveaway**  
McDonald's

## Supermarkets

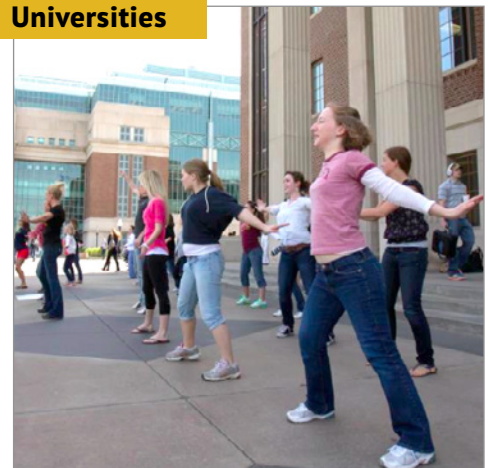


**Quiz Game, Whole Grain Prizes**  
Giant Eagle Supermarkets



**Mayoral Proclamation**  
City of Boston

## Universities



**UMN Campus Flash Mob**  
Grains for Health Foundation