

Making a big splash during a **Whole Day for Whole Grain**

Companies that #SampleWholeGrains on social media are off to a good start, but giveaways, specials, and in-person events bring even more attention, buzz, and happy customers. Make this March the best Whole Day for Whole Grain yet, by channeling some of our favorite promotions from the past few years:

- **In-store surprises for customers who order whole grains**

Subway's dietitian spent the lunch hour in one of the chain's Boston restaurants chatting with customers about the hearty taste and health benefits of whole grains, and letting customers sample their 9-Grain Whole Wheat Bread. Customers who ordered their sub on whole grain bread were rewarded with a surprise \$5 gift card.



- **Guerrilla marketing to morning commuters**

In the morning, **Seven Sundays** passed out whole grain sample bags and spread the word about our whole grain campaign to commuters headed to work in downtown Minneapolis.



- **Coupons on whole grain menu items**

Rubio's celebrated by offering \$1 off any burrito served on a whole grain tortilla or \$1 off any Two Taco Plate served on stone-ground corn tortillas for their Facebook fans. Similarly, **Dunkin'** celebrated with a Buy-One-Get-One-Free offer on whole wheat and multigrain bagels through the Dunkin' Mobile® App.



- **Coordinated campus events**

The **Harvard T.H. Chan School of Public Health** had a lunchtime whole grain lecture and sampling, where Dr. Frank Hu presented whole grain health research and chef Arlene explained where to find whole grains in Harvard dining halls. There were also plenty of whole grain samples from the cafeteria for students to taste. The **University of Arkansas** had a whole grain scavenger hunt around campus.



- **In-store samples and specials to entice customers**

Participating locations of **Au Bon Pain** enticed customers with samples of their Multigrain Baguette with Whole Grains, while **Mei Mei** featured whole grain triticale in half of their menu items all day at one of their Boston locations. More than 100 supermarkets across the US and Canada had in-store whole grain product sampling events to entice customers to purchase a new whole grain item.



- **Attention-grabbing giveaways and product releases**

Way Better Snacks introduced a new whole grain product on social media, and offered a one-day 50%-off sale on their whole grain products in their online shop. **Bob's Red Mill** did product giveaways every hour on Facebook and Instagram.