

FOUR STRATEGIES FOR BOOSTING Holiday Profits

1. TAKE HOME HOLIDAY KITS

Consumers want to capture the holiday magic and simple pleasures of the season we missed in 2020. Take Home Holiday Kits are a smart way to sell your baked goods and help everyone enjoy the season with less stress and less mess. Dawn Foods is here to help you build a program that drives sales. Learn more here.

We're not exactly homemade...



2. STAFF FOR SUCCESS

Recruiting and hiring the right mix of talent that bakeries need for the holidays can be challenging. We're helping bakers recruit, reward, and retain a team that will drive profits, delight customers, and keep them coming back.

*We are
HIRING*

3. MARKETING THAT MATTERS

When bakeries are busy, marketing can fall to the bottom of the to do list. Don't miss out on your chance to shine this holiday season. Take those pictures, develop your ideas, and create a plan for consistency. We're detailing the 1 2 3 of marketing that works, here.

4. PERFECT YOUR PRODUCT ASSORTMENT

The holidays require a smart mix of products to keep your bakery top of mind and increase your sales. Develop a case that has everything consumers want – tradition, trend, and trusted favorites. Read more here.

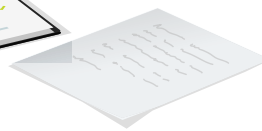
**TRUSTED
FAVORITE**



TREND



TRADITION



Dawn
Your Partner for
bakery success

© 2021 Dawn Food Products, Inc.