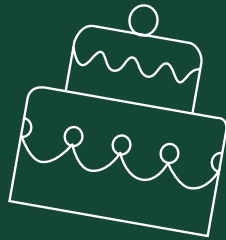


# *Simplifying the Season*

is our gift to you.



Increase holiday sales with  
these turnkey marketing materials.



# The gift of bakery is the perfect gift.

With a little marketing help, you can remind your customers that bakery is a gift that will be enjoyed. It's the perfect way to increase sales with very minimal effort from you. Use the following tools and inspiration pieces to make the holidays a little sweeter for all.

## In-store signage

Giving customers the chance to act on an impulse can make all the difference. Hang posters in areas that are sure to catch your customers' eyes. For an added push, make sure the poster is visible while they are waiting in line.

## Gift tag stickers

A little holiday cheer goes a long way. Make it easy for your customers to make their bakery gifts more personal with festive gift tag stickers.

## Social media posts

Use the ready-to-go Facebook and Instagram posts to encourage customer visits and celebrate the holiday season!

## Extra tips to help drive traffic during this holiday season

- Share your holiday stories and favorite holiday baked goods with us by tagging [@dawnfoodsglobal](#) on [Instagram](#) or [Dawn Foods North America](#) on [Facebook](#). We would love to hear from you and also provide you with a chance to be featured on our social media feed!
- Consider offering Curbside Pickup and call ahead orders during the holidays to limit the number of customers in store at once and to help with line crowding.
- Food delivery can add customer convenience whether you decide to do an in-house delivery or use a Third-Party Delivery Service.

**For more information on the tips above  
visit [dawnfoods.com/holiday2020](https://dawnfoods.com/holiday2020)**

## *New!* **ONLINE ORDERING** can help you save time this holiday season.

Ordering your favorite Dawn ingredients is now easier this holiday season. With Online Ordering you are able to view your order history – including last year's seasonal order – making it quick and simple to place your order. Sign up for Online Ordering at [shop.dawnfoods.com](https://shop.dawnfoods.com) to start your online order today!

follow us on:  



3" x 3" Sticker



3" x 5" Case Cling



24" x 36" Poster



Social Media Posts

