



## Supermarket All Stars Facebook Contest

### Getting Shoppers Talking About Nutritious Wheat Products

Use your Facebook page to get shoppers talking about the nutrition and variety of wheat foods and enter our **Supermarket All Stars** contest! You can win a trip to Houston for the 2013 FNCE or 2013 SNEB Conference in Portland, OR.



The contest is open to all supermarket dietitians and consumer affairs advisors, for Facebook promotions built around nutritious wheat products. **Contest promotions must run between February 1, 2013, and May 15, 2013.**

Share your promotion idea and the results by **May 31, 2013**, by sending a short summary including results, along with any photos or recipes used to: **The Wheat Foods Council, c/o Jula Kinnaird, [jula@kinnairdmangan.com](mailto:jula@kinnairdmangan.com)**. We'll pick the top 5 Facebook promotions with the most creativity and greatest "likes." The grand prize is a trip for you to FNCE 2013 in Houston, TX, or the SNEB conference in Portland, OR (your registration fee, coach airfare and conference hotel). Four runners-up will receive \$100 gift certificates. Judging and announcement of winners will take place in June 2013.

***Here are some Facebook contest ideas to get you started promoting wheat products, or come up with one of your own.***

Do your shoppers know what the term "enriched" means, when talking about wheat? Can they name 3 important nutrients found in wheat foods? What is different about whole grains? Poll shoppers with questions about wheat to generate discussion.

There are lots of entertaining opportunities this spring: St. Patrick's Day, Easter, Mother's Day, graduations, weddings and bridal showers. Have shoppers submit pictures from their events, with recipes for favorite baked goods.

For February is Hot Breakfast Month, have customers submit favorite tips to make sure that everyone in the family gets a nutritious breakfast on busy mornings.



Set up a very large jar of pretzels in your store. Photograph for Facebook and have shoppers guess the correct number of pretzels in the jar.

Provide photographs to tell story of wheat “farm to fork” on your Facebook page, with quick captions.

Hold an in-store sandwich making contest (or Facebook recipe submission contest).

Sponsor a kid’s nutrition artwork competition, administered through Facebook. Have kids draw pictures depicting healthy grain-based meals and foods, and post to the store’s Facebook page.

Invite shoppers to participate in an old-fashioned, Facebook on-line recipe swap, for their favorite baked goods! Pick a category like wheat-based side-dishes, desserts, muffins or breads and ask shoppers to post their best recipes, with a picture of their final dish.

Athletes need carbohydrates such as wheat foods in their daily diet, for energy. Is there a race, fun-run, power-walk, sports event or other fitness activity coming up in your community? Use this as a time to remind shoppers about the importance of carbohydrates as an energy source.

Use your Facebook page to give virtual store tours. Focus on a different aisle or food category for each entry. For the grains section, be sure to display the wide variety of products available in the different areas of the store!

Start an “ask the expert” section on Facebook, where shoppers can ask you their diet and nutrition questions. Or, host a monthly half-hour live web chat session to take questions from the public.

Take advantage of designated health months throughout the year as an opportunity to remind shoppers to focus on specific areas of their health. Have shoppers comment on the role of nutrition in occasions such as:

*February – National Heart Month*

*March – National Nutrition Month*

*May – National High Blood Pressure Education Month*

*September- National Childhood Obesity Awareness Month*

*October – Spina Bifida Awareness Month*

*November – Diabetes Awareness Month*

In need of even more tested, tasty wheat recipes for your Facebook page? Link to [www.wheatfoods.org/recipes](http://www.wheatfoods.org/recipes) to provide shoppers with wheat foods recipes in all categories: appetizers, entrees, desserts and more!

