

Front of the House Ketchup Bundling Offer Program



Table Top Bundling With Social Marketing Posts

Operator receives:

- \$100/location for one TT product (minimum 5 cases)*
- \$200/location for two TT products (minimum 6 cases each, 12 total)*
- \$500/location for three TT products (minimum 7 cases each, 21 total)*

One of the products MUST be Hellmann's/Best Foods ketchup

- Operator must do at least **one** branded paid social ad (FB or Instagram) promoting Hellmann's/Best Foods ketchup and a complementary dish
 - Ad would be posted from operator page and drive to either delivery order page, menu page, or store locator page
 - UFS will provide social media templates (including images/copy) for the operator to use (valued at \$2000)
 - Operator calls out Hellmann's/Best Foods ketchup and key messages (i.e., new Hellmann's/Best Foods ketchup sweetened only with honey, no high fructose corn syrup, etc.)



*minimum case requirements must be met by 31 December, 2018

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