

# 2019 GUIDE



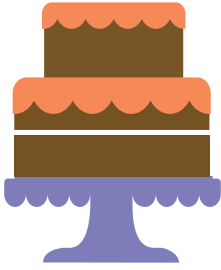
## SWEETEST BAKERY IN AMERICA™

*Contest*

## Are you the Sweetest Bakery in America?

For the 3rd year in a row, Dawn Foods is on the search for the Sweetest Bakery in America™! Dawn Foods is committed to helping your bakery grow, and our contests and promotions have proven to help increase sales, customer loyalty and promote your business to your local community.





**SWEETEST  
BAKERY IN  
AMERICA**  
*Contest*



## MEASURING PAST SUCCESS

Past participants listed business promotion, customer engagement and sales growth as top reasons for participation.

2018 STATS

**Results from last year's contest:**

BAKERIES SAW UP TO **20%** AVERAGE SALES INCREASE

**92 Million** CONSUMER MEDIA IMPRESSIONS

**1.7 Million** TOTAL VOTES

NEARLY **900 Bakeries** PARTICIPATED

## KEEPING IT FRESH

What's New This Year

- More ways to win with state winners in three categories
- Two ways to vote: text to vote and at [SweetestBakeryInAmerica.com](http://SweetestBakeryInAmerica.com)
- Greater transparency through daily rankings posted on the website
- Shorter voting period (July 1-September 30)
- Refreshed in-store toolkit and social media toolkit

## Your Toolkit



- Counter cards
- Posters
- Window cling
- Stickers for bakery bags/boxes or for employees to wear
- Access to 12 “Vote For Us” social media posts—download at [SweetestBakeryInAmerica.com/register](http://SweetestBakeryInAmerica.com/register)

## 2 WAYS TO VOTE

### TEXT-TO-VOTE

Each bakery will be issued a unique keyword that customers can use to vote via text to **474747**. Check your registration confirmation email for your keyword.

### ONLINE

Customers can vote online once per day (per device) at [SweetestBakeryInAmerica.com](http://SweetestBakeryInAmerica.com). *Voters must be 18 years or older to vote via text and online.*

## THE SWEET REWARDS OF WINNING

Along with being crowned the **Sweetest Bakery in America™**, the national grand prize winner will win:

- An all-expenses paid, 2-day innovation session with Dawn’s Executive Pastry Chef at Dawn’s Innovation Studio
- Media exposure in local and national markets
- A full-page article in *Batter Up* magazine
- New this year, there will be three winners in each state, plus Washington, D.C. and Puerto Rico. Prizes will be awarded to the **top full line bakery, top donut shop and top cake/cupcake shop in each state. All winners will receive:**
  - Access to an exclusive tips & trends webinar hosted by Dawn’s Executive Pastry Chef
  - Personalized award plaque
  - Predesigned social media announcement for you to post



NATIONAL GRAND PRIZE WINNER



SWEETEST FULL LINE BAKERY BY STATE



SWEETEST DONUT SHOP BY STATE



SWEETEST CAKE/CUPCAKE SHOP BY STATE



## HOW IT WORKS

- You can register your bakery beginning May 1 at [SweetestBakeryInAmerica.com/register](https://SweetestBakeryInAmerica.com/register)
- Ask your customers to vote for you every day from **July 1 through September 30**
- Customers can vote once per day via text and once per day online (per device)
- Winners in every category will be announced October 2019
- Winners named in all 50 states, Washington, D.C. and Puerto Rico

### 1 SIGN UP

Visit [SweetestBakeryInAmerica.com/register](https://SweetestBakeryInAmerica.com/register) to sign up your bakery. You must register to receive your votes. Registration is open from May 1-September 30, 2019.

### 2 BRIEF YOUR TEAM

Get your bakery team onboard and fired up to win the title of the Sweetest Bakery in America.™ Ask them for their ideas to get customers excited to vote.

### 3 TRANSFORM YOUR BAKERY

Decorate your bakery, drive interest and encourage customer participation with the materials in your toolkit.

### 4 TELL YOUR STORY

Tell your customers about the contest at checkout and through social media using your digital toolkit's social media posts. Remind them there are two ways to vote: text-to-vote and at [SweetestBakeryInAmerica.com](https://SweetestBakeryInAmerica.com).

### 5 CREATE A COMMUNITY

Ask your customers and employees to talk about the contest with their family and friends and on social media. Invite your customers to build the buzz online and to support your own social media efforts.

[SweetestBakeryInAmerica.com/register](https://SweetestBakeryInAmerica.com/register)

Participation in this contest is subject to the official rules.  
For the full rules, visit [SweetestBakeryInAmerica.com/register](https://SweetestBakeryInAmerica.com/register)

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