



SWEETEST BAKERY IN AMERICA™ TIPS AND IDEAS

FROM TWO-TIME WINNER, LOCHEL'S BAKERY

Lochel's Bakery in Hatboro, Pennsylvania claimed back-to-back Sweetest Bakery in America™ victories. Owner Kathleen Lochel shared some tips on how she managed to maintain high customer participation, and bring home two titles and higher sales.

1. **Get your employees excited.** If they see you're enthusiastic about it, they will be too! Start shifts with a mini pep rally to fire them up.
2. **Engage in-store.** Mention and remind customers to vote after every transaction.
3. **Think outside the merchandising box** – get creative. Have shirts, aprons or towels printed for employees. Add your own decorations like balloons to draw attention to in-store materials.
4. **Engage the local media.** They may not always respond, but if they do catch wind and spotlight your bakery, it can be a game-changer.
5. **Remind people** as much as possible via emails and social posts.
6. **Make it easy for customers to vote** – link all social posts and emails to the voting site.
7. The contest can become **a source of civic pride.** Make victory a mission of your whole town.
8. Part of spreading the word is **using your social media outlets**, but it requires an engaged following. Build your Facebook and Instagram accounts by encouraging people to **share out** pictures of the cakes or pastries they buy from you.
9. Don't give up. **Keep pushing for votes** until the final bell sounds.