



2018

QUARTERLY PROMOTION MARKETING PLAN

Krispy Krunchy has done extensive market research on where the chicken industry is heading in 2018. In turn, we have strategically prepared a promotional marketing plan for 2018 that both customers and operators will love! These promotions will cover multiple purchasing opportunities with specials geared toward the individual buyer as well as specials that target larger groups. This marketing plan is available as an option for a low cost of **\$100** for 2018!



BIG DEALS...

SMALL PRICES!

2 PC COMBO FOR \$5
+TAX

COMBO INCLUDES
2PC CHICKEN OR TENDER
+ 1 SIDE, DRINK, AND
HONEY BUTTER BISCUIT
*OFFER EXCLUDES 2 BREASTS

10 FOR \$10
+TAX

CAJUN TENDERS

- What does the \$100 include?**
- **4** Promotion kits for 2018*
 - Outdoor banner
 - Poster
 - Register stand
 - LED graphic
 - Printable graphic

GET MORE BANG FOR YOUR BUCK!

*Purchase by December 20, 2017 to receive all 4 quarterly promotions.

Example promotion shows specials geared toward an individual buyer and a larger group.

- Talk with your Krispy Krunchy representative to learn about the other ongoing efforts (without a fee) that we already do to support your business:
- Press releases and press coverage of the brand
 - National social media presence
 - In-house Graphics Team
 - Magazine advertising
 - Exposure at various food shows
 - oHub portal which features:
 - Email and internet marketing
 - Store locator on the Krispy Krunchy website
 - Online training, new products and news