



#SHARE *Sweetness*
----- ON SOCIAL MEDIA -----



OPERATOR TOOLKIT

The changing foodservice landscape continues to present new challenges for operators. But the good news is, dessert can play a key role in bringing business back. After all, everyone could use a little sweetness in times like these.

The purpose of this toolkit is to provide insights, tips and resources for promoting your offerings on social media. Let us help you connect with takeout and delivery customers and build higher check averages through the lusciousness of Sweet Street desserts.





OFF-PREMISE DINING IS HERE TO STAY

Even as the country begins to open back up, takeout and delivery orders will continue to drive sales.

40%

OF **TOTAL RESTAURANT SALES IN 2020** ARE PROJECTED TO BE DELIVERY¹

58%

OF CONSUMERS **DEFINITELY AVOID EATING OUT AT THIS TIME**²

80%

FEEL TRULY COMFORTABLE ORDERING AHEAD FOR **CURBSIDE PICK-UP AND DRIVE-THRU** (75% FOR DELIVERY)³





BUNDLING MEALS CAN BUILD SATISFACTION—AND PROFITS

In times of uncertainty, consumers crave familiar comforts. Suggesting dessert add-ons with takeout and delivery orders can provide a finishing touch of pure happiness and joy.

23%

OF CONSUMERS ARE
EATING MORE INDULGENT
FOODS/TREATS⁴

28%

OF **MILLENNIALS** ARE CRAVING
INDULGENT FOODS FROM
RESTAURANTS³

CREATING FAMILY MEALS THAT INCLUDE A

**READY-TO-EAT
DESSERT**

WILL ADD CONVENIENCE THAT
CUSTOMERS APPRECIATE



SWEET WAYS TO SHARE JOY

Our individually wrapped products help assure food safety while delivering all the sweetness your patrons are craving.



Lemon Blueberry
Manifesto® Cookie IW



Salted Caramel
Manifesto® Cookie IW



Sandy's Amazing Chocolate
Chunk Manifesto® Cookie IW



Zoe's Crush Manifesto®
Cookie IW (certified gluten free)



Chewy Marshmallow
Manifesto® Bar IW
(certified gluten free)



Peruvian Chocolate
Manifesto® Brownie IW



Honduran Chocolate
Manifesto® Brownie IW
(certified gluten free)



Toffee Crunch
Manifesto® Blondie IW



Explore individually wrapped
Manifesto® cookies and bars

Add impulse sales with
Manifesto® Retail-Ready Packs

Offer suggested recipe ideas for
adding even more lusciousness



SWEET STREET OFFERS THE TOTAL PACKAGE

We have an extensive selection of packaging options that are ideal for takeout and delivery orders.



Free paper bag packaging perfect for cookies, bars, pretzels and more



Extensive to-go packaging solutions enable you to offer a wider selection of desserts—including family-sized desserts



Customizable packaging gives you the means to brand your operation and reinforce your commitment to food safety



GET THE WORD OUT ON SOCIAL MEDIA



Leveraging social media is one of the most affordable and effective ways to promote your restaurant and build customer loyalty.

INSTAGRAM (IG)

1 billion people use IG every month⁵

63% login at least once per day⁵

1/3 of the most viewed IG stories are from businesses⁵

62% of people say they've become more interested in a brand or product after seeing it in their IG stories⁵

FACEBOOK

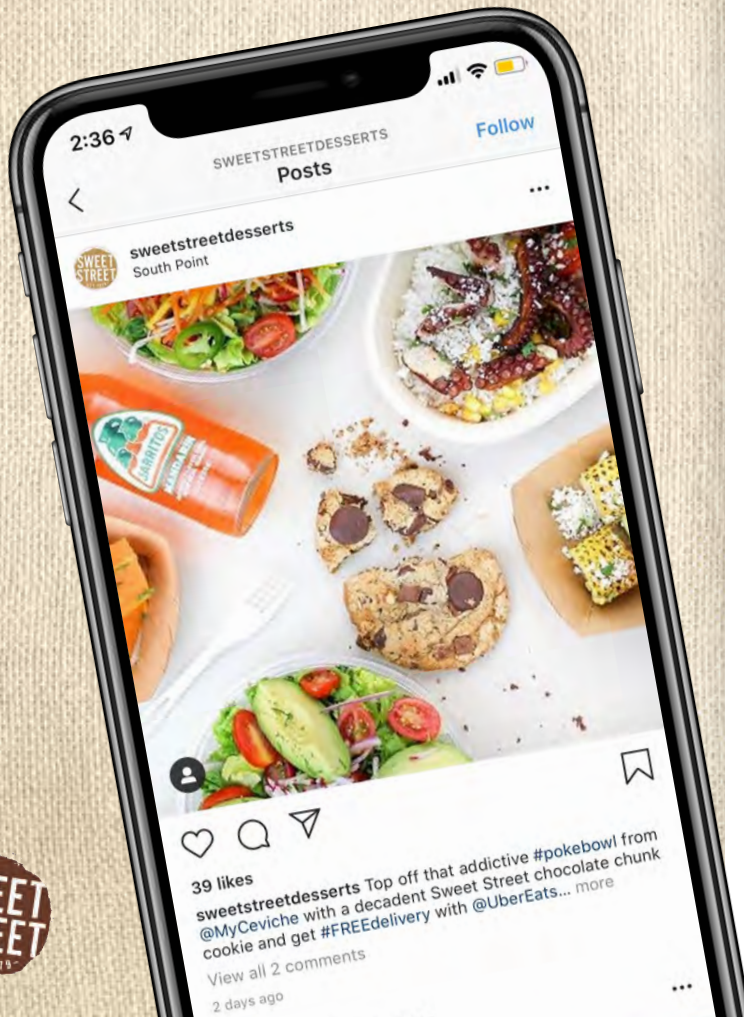
Facebook has more than **2.45 billion monthly active users**⁵

75% of U.S. adults login at least once per day⁵

Facebook posts accompanied by images receive **2.3 times more engagement**⁵

An average Facebook user clicks on **11 ads per month**⁵

SOCIAL MEDIA BEST PRACTICES



Here are some helpful tips to assure that you're making the most of your social media accounts and messaging.

KEEP YOUR INFO CURRENT

Take time to ensure that your profile information is up to date, so patrons know how to contact you. This includes your current location(s), address(es), hours and phone numbers.

HAS ANYTHING CHANGED?

If your hours and/or dining options are now different, be sure to call attention to these changes.

MENU, PLEASE

Provide links to your website menu or a PDF/image of your menu to help customers find what they want to order faster.

LET THEM EAT WITH THEIR EYES

When taking photos or videos of your menu offerings, be sure to use good lighting—and experiment with plating/props to make your food look amazing and appetizing.

ROMANCE IT

Play up the flavor and taste of your offerings to further entice customers to order. Be as descriptive as you can in calling out signature ingredients and specific flavor profiles.

SWEETEN YOUR MESSAGES EVEN MORE

#SHARE *Sweetness*

Our **#ShareSweetness** campaign can help you encourage customers to add a dessert when ordering. Use these tips to get mouths watering and happy customers posting and sharing about your luscious offerings.

TAP INTO SPECIAL OCCASIONS

Holidays and family gatherings are the perfect time to promote meal bundles. After all, what kind of celebration is complete without dessert?

Check out our **Social Calendar** to help plan your messaging.

GET CUSTOMERS SHARING

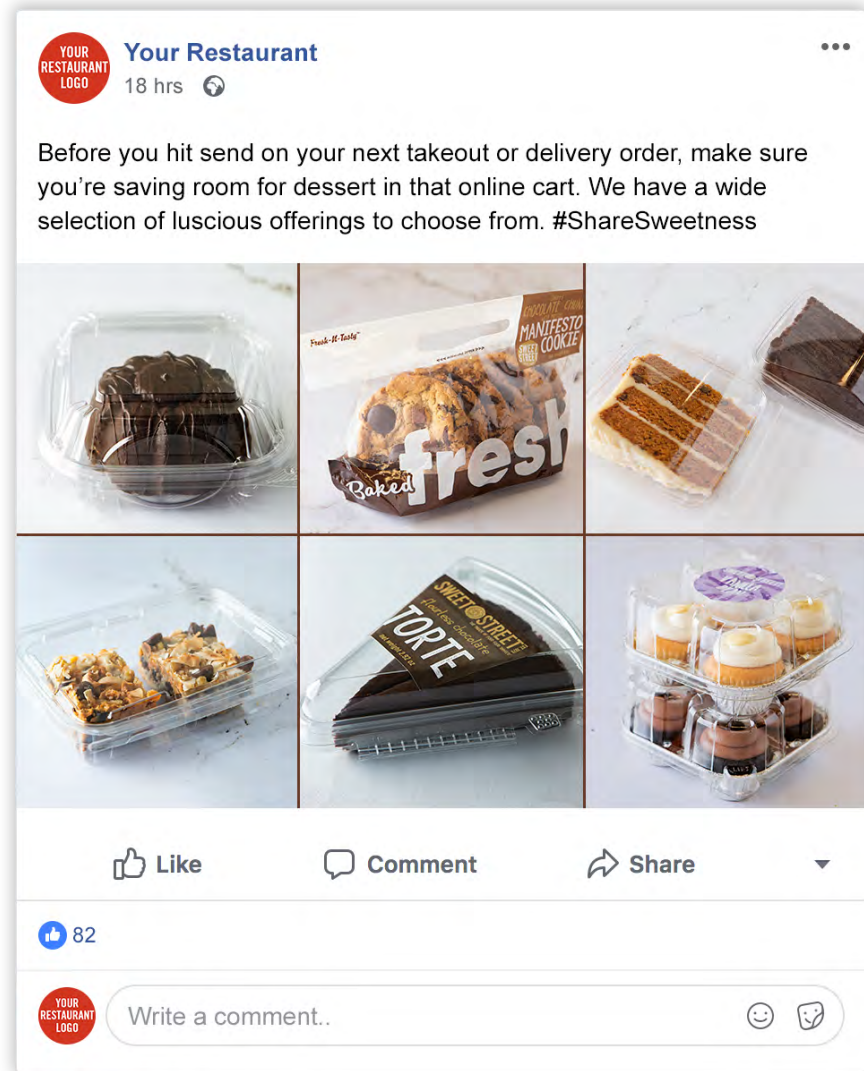
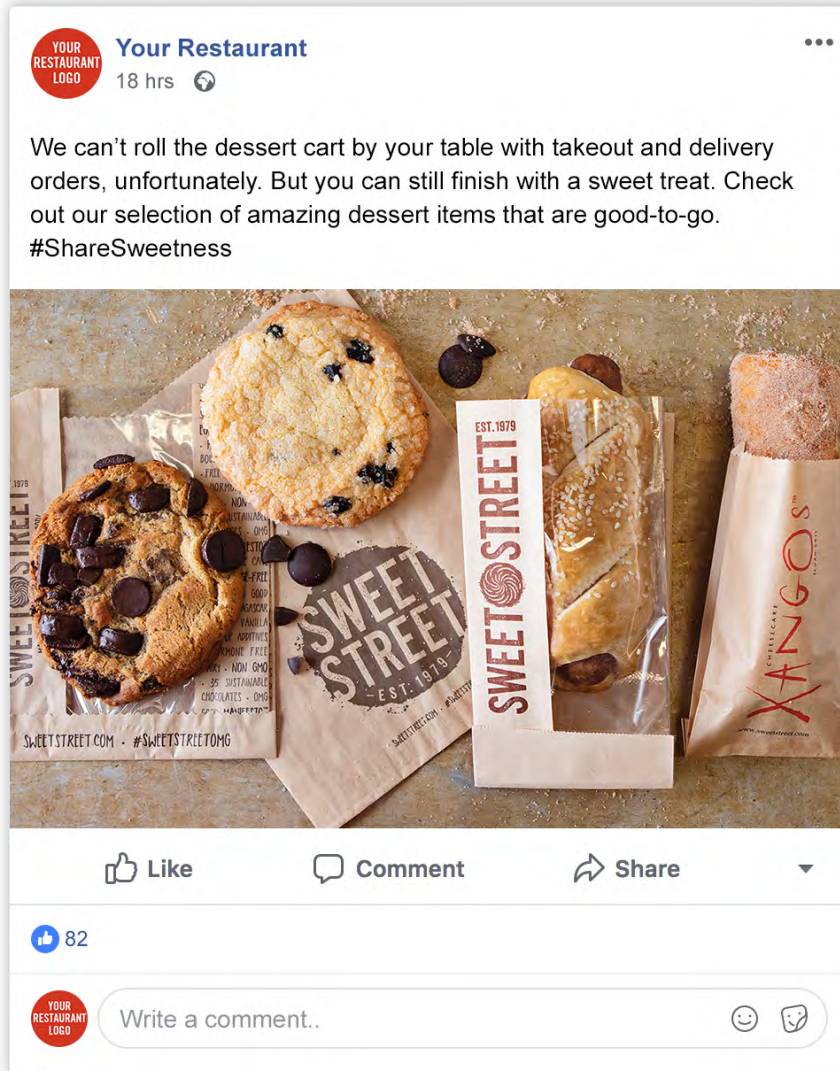
Word of mouth really is the most powerful form of advertising. By encouraging customers to mention your restaurant in their own posts, you can get the positive vibes multiplying. Here are a few creative ways to do it:

- Encourage customers to include #ShareSweetness and your own hashtag to widen the reach of their messages
- Challenge customers to post a photo of how they #ShareSweetness at home
- Poll customers on what kind of food/dessert pairings they'd like to see you offer
- Create a contest in which the entry is a post that mentions your restaurant (prize option could be a gift card or a free catered meal)
- Hand-write or print stickers on your packaging with your hashtag/brand to encourage customer interaction and generate additional user content



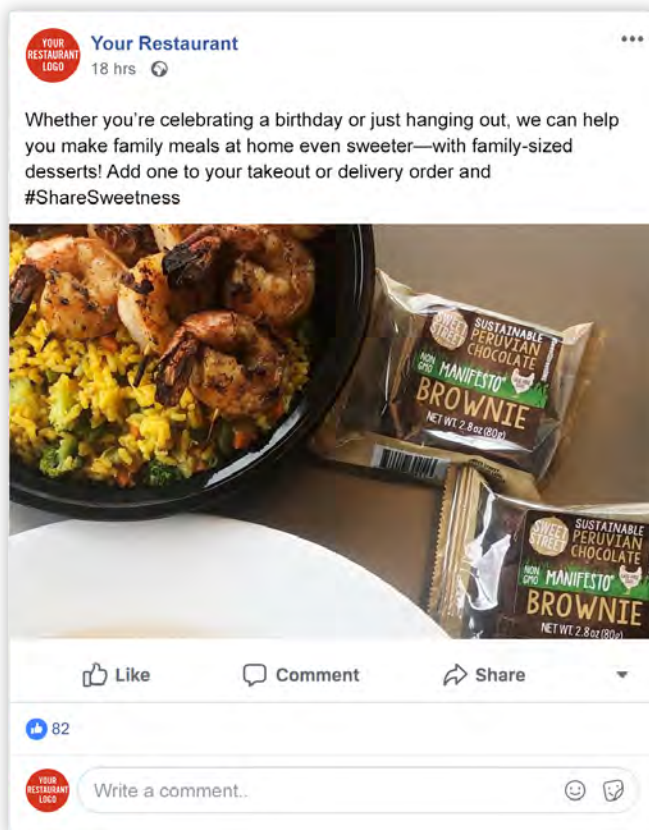
SAMPLE SOCIAL MEDIA POSTS

GENERAL MESSAGING

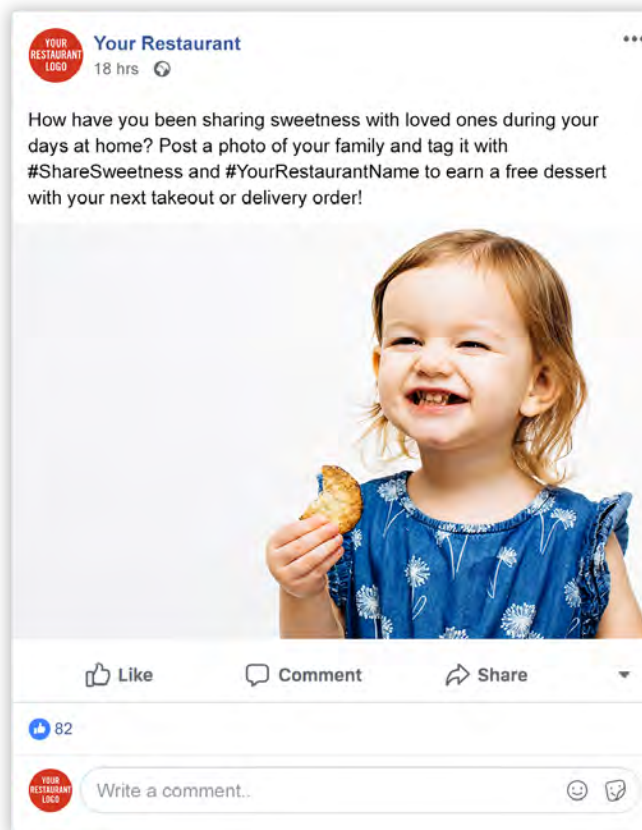


SAMPLE SOCIAL MEDIA POSTS

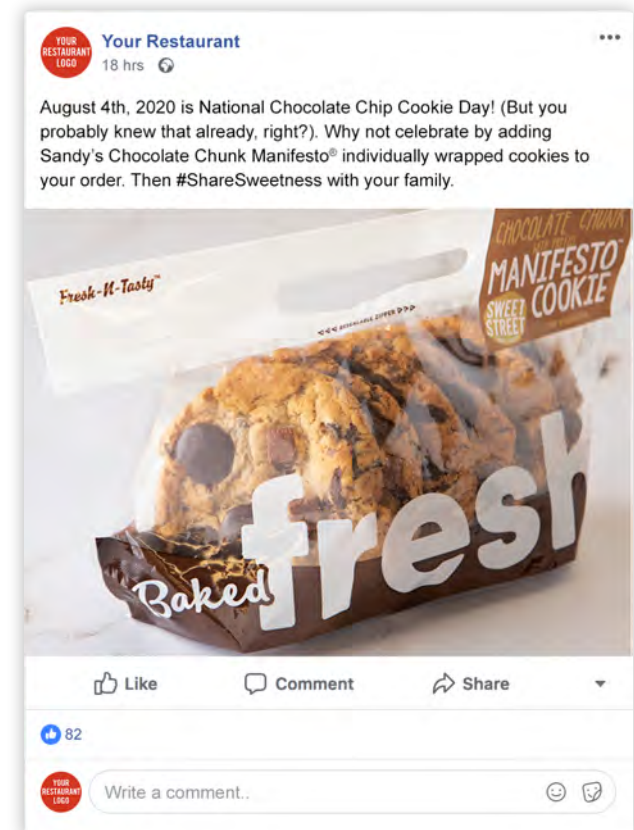
FAMILY MEAL BUNDLE



ENCOURAGE #SHARESWEETNESS



SPECIAL OCCASIONS



MORE MARKETING SOLUTIONS

ADDITIONAL INDUSTRY RESOURCES

Explore our [Image Library](#), with attractive, ready-to-post assets.

Check out our [Design Suite](#), which can help you create customized to-go packaging and POS materials.

[Best Practices for Re-opening Retail Food Establishments from the FDA](#)

[Best Practices for Restaurant Pick-up and Delivery Services](#)

[Training on Food Safety](#)

[Dairy, Deli, Bakery \(IDDBA\) Online Community](#)

[Datassential Coronavirus Reports & Resources](#)

[Preparedness Resource Center from IFMA](#)



¹Morgan Stanley | ²Datassential, COVID-19 Report 16, May 2020 | ³Datassential, COVID-19 Report 17, May 2020
⁴Datassential, COVID-19 Report 5, March 2020 | ⁵Hootsuite, 2019