

4 - 10th October 2015

LOVE YOUR LOAF National Bread Week

How to get involved in National Bread Week

Sign up now:

Download the National Bread Week registration form and return it with your registration fee. You can find the form and more information on the benefits of signing up here.

www.nationalbreadweek.ie/get-involved/take-part-in-nbw/

Order your resources:

Registered independent high street bakers will receive free POS material so once you have signed up you can place your order here.

www.nationalbreadweek.ie/get-involved/nbw-guide/request-resources

As well as ordering the National Bread Week POS you can also request the campaign logo and branding for use on your own material. Just let us know what file format you need it in.



@LoveYourLoaf
#LoveYourLoaf

www.nationalbreadweek.ie

Together we will make **National Bread Week 2015** a success!





Support National Bread Week to raise awareness of bread and all its benefits!

Plan your event or promotion:

Get your whole team involved and brainstorm what you could do during National Bread Week. Do this well in advance for maximum benefit! Here are some ideas to get you thinking:

Promotions: Organise in-store promotions e.g. discounts on certain products, two for one and use the free POS to help them stand out by putting posters up in your shop window.

Sampling and tasters: People love to try things before they buy, so give customers the opportunity to sample breads you are keen to promote.

Launch a new product: Something new or different always captures the imagination too! Start the week by launching a new product.

Link with a local school: Contact a local primary school and see if they would be interested in you visiting them to talk about baking and how Irish bread is made and where the ingredients come from. You can also hold a competition using one of our poster template. You can download these here. <http://www.nationalbreadweek.ie/get-involved/school-competition/>

Baking Masterclass: Invite one or more local groups to your bakery for a baking masterclass. Or you could offer to go and speak at one of their meetings and take samples of your Irish breads for them to try.

Raise money for charity: Charities are always looking for new fundraisers. If you have a favourite charity why not raise money during National Bread Week to support them – through a collection or a % of sales.

Promote your involvement:

Put up a display: Don't forget to put the POS material up to tell people about your participation with National Bread Week.

Tell the media: Issue a press release and send it to your local newspapers, radio stations and local TV stations and invite the local press along for increased exposure of your shop. You could also deliver some to them to try!

Use social media! If you have a Facebook page or Twitter account tell your followers about your plans and create excitement! Tease them with posts and Tweets about your plans and during the week itself entice people into your shop. Also follow us Twitter [@loveyourloaf](https://twitter.com/loveyourloaf) and like us on Facebook (facebook.com/NationalBreadWeek). We'll be sharing details of everything that is happening during National Bread Week so the more you share with us the more we can share too.

