

BEND THE RULES

WITH  **DIP'N WEDGES™**

MCCAIN FOODS SOCIAL MEDIA TOOLKIT



Find easy ways to grow your business, including:

- Promo ideas for *McCain® Dip'n Wedges™* Potato Scoops
- Posts you can customize for Facebook, Instagram and Twitter
- FREE cases offer for *McCain® Dip'n Wedges™* Potato Scoops



Excite guests with new, rule-breaking
McCain® Dip'n Wedges™ Potato Scoops

Dip'n Wedges™ defy norms with their big, bendy V-shapes and crispy ridges that embrace every last bit of dip, filling or topping. Generate excitement about this unique new potato and all the menu ideas you dream up with this kit's easy tips and posting suggestions.





SAMPLE POSTS

Here are a few creative Facebook/Instagram/Twitter posts to help you communicate with guests and generate interest in your promotions.

*The zip file included in this download provides images and animations you can use with the captions provided, or create your own!
Customize with menu items, daily specials, in-restaurant events or other news you'd like to share with your guests.*



Promotion Posts

Customize captions with a call to action that features an LTO or special to create excitement—and we'll support you with an offer for free cases!



Fries as a meal? Sure, why not? This week, try a FREE order of our new loaded potato scoops with your choice of topping when you purchase one order.



This weekend only! Place a takeout or delivery order of our new [INSERT MENU SPECIAL] and get a free premium side order of our new potato scoops.



Haven't tried our new potato scoops yet? Come in this weekend and load them up any way you want—just \$X.XX!

OFFER IDEAS:

- Buy one, get one FREE Potato Scoops
- FREE potato scoops with entrée purchase
- FREE potato scoops appetizer with takeout purchase

CHOOSE A PROMOTION WITHOUT EXTRA COST:

See the offer on page 8 to see how you could get up to 5 FREE CASES of *McCain® Dip'n Wedges™* Potato Scoops.



Promotion Posts Continued

B Bob's Place
Sponsored · 🌐

Save the Forks! Be a good Samaritan and order a finger-friendly batch of our loaded potato scoops for \$1 off if you mention this post.



👍 Like 💬 Comment ➦ Share

Save the Forks! Be a good Samaritan and order a finger-friendly batch of our loaded potato scoops for \$1 off if you mention this post.

B Bob's Place
Sponsored · 🌐

Potatoes for dessert? You betcha! Live a little and try our new scoopin' spuds with chocolate dippin' sauce. Show this ad for \$X.XX off.



👍 Like 💬 Comment ➦ Share

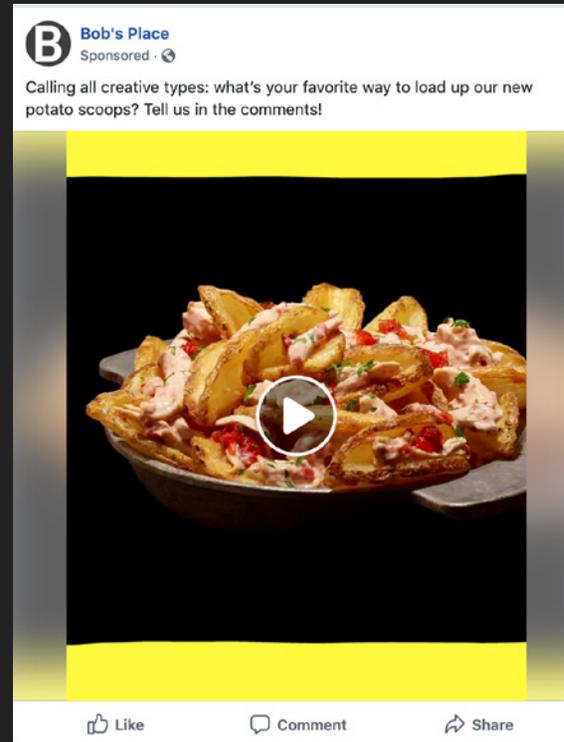
Potatoes for dessert? You betcha! Live a little and try our new scoopin' spuds with chocolate dippin' sauce. Show this ad for \$X.XX off.

Create Conversation + Engagement

You can use questions or polls to encourage interaction with guests. Listen and respond!



Moral dilemma. If there's only one potato scoop left in the basket, do you take it or let someone else? Comment below.



Calling all creative types: what's your favorite way to load up our new potato scoops? Tell us in the comments!

Awareness Posts

Spread the word about your new potato option that breaks all the rules. You could link to your menu or share creative Dip'n Wedges™ specials.



We just reinvented the fry. Check out our new menu items featuring these big, bendy, potato scoops!



When life gives you bendy potatoes, you've got to bend the rules! Stop by and try our crazy new menu concoctions featuring our fun, new potato scoops.



Thinking about ordering delivery? Try a side order of our new potato scoops that stay crispy all the way to your door.

Find more menu and marketing ideas [here](#).



Get Up to 5 Free Cases of New McCain® Dip'n Wedges™ Potato Scoops and Start Bending the Rules!

Go crazy creating with New McCain® Dip'n Wedges™ Potato Scoops from McCain Foods.

Free Cases Offer

Purchase **five** Dip'n Wedges™ cases and receive cash back.

Offer valid January 1–June 30, 2020. Redemptions must be received by July 31, 2020. [Download the rebate.](#)

For more great offers, product news and menu ideas go to:
www.McCainUSAFoodservice.com/Insiders.



Free Front-of-House Resources

Easily let guests know about your rule-bending potato scoops and creative potato appetizer ideas.

Show us how you BENT THE RULES

- 1. Scan QR Code** below with your smartphone.
- 2. Upload a photo** showing how you bent the rules with your loaded fry creation!
- 3. Receive a coupon** for free Dip'n Wedges™ at your local participating retailer.



BEND THE RULES

For a limited time only, choose your toppings!

Crazy bendy V-shaped fries with crispy ridges offer serious dipping potential. We top 'em! You dip 'em!

Ask your server for details.



Find free front-of-house merchandise downloads on [Customizer Live](#).

For more business-building tools, product news and industry trends, go to:
www.McCainUSAFoodservice.com/Insiders



Learn More: Social Media Best Practices



For more information on how to boost awareness through ads and sponsored posts, as well as up-to-date guidelines, see these guides from Facebook, Instagram and Twitter:

 Facebook for Business: www.facebook.com/business

 Instagram for Business: business.instagram.com

 Twitter for Business: business.twitter.com/basics



WE'RE HERE!
SUPPORT YOU.



Find more inspiration on our [website](#) and explore more *McCain® Dip'n Wedges™* rule-bending ideas [here](#).

Promo Materials and More: Sign up for the [Insiders Club](#) to get customizable POS, merchandise, special offers and more.

