



Thank You For Entering our 2020 Contest!

We acknowledge the devastating impact of COVID-19 on your business and the restaurant industry overall. And, we are excited to recognize and celebrate the dishes that are working best to serve those in your local communities. Enclosed you will find some fun Doughboy “swag” as our gift to you for entering (we know your time is valuable)! In addition, we are including some tools and ideas for promoting your recipe entry with your employees, customers and community.

We will be reviewing and verifying recipes entries over the next couple of months and will announce winners in January, 2021. For updates, follow us on Facebook @ GeneralMillsConvenienceAndFoodservice.



**See reverse side for tips to
promote your restaurant,
recipe, and involvement in this
year's contest**

www.neighborhoodtonation.com



- Call out your recipe on your menu to alert your diners that this is a national contest entry in this year's contest. Or, use the contest logo near the item on your menu.
- Consider using the enclosed "table tents" or posters to promote your recipe/entry and encourage your customers to ask you about your recipe.
- Enclose a card or sticker in takeout orders about your recipe entry and contest involvement.
- Designate your winning recipe as a "special" or limited-time offer on your menu to draw attention to it.
- Use social media: Here are some sample messages to share with your followers on Facebook, Twitter or Instagram.
 - Feel free to post your news along with the photo of your recipe or the Neighborhood to Nation logo.
 - We'd love it if you can use the hashtag **#Neighborhood2Nation**. If you can tag General Mills Foodservice in your posts, that's much appreciated. Facebook: @GeneralMillsConvenienceAndFoodservice; Instagram: @GeneralMillsCF
 - Sample social media post:

[insert restaurant name] is so excited to be a part of the 2020 Neighborhood to Nation Recipe Contest from General Mills Foodservice. Stop in to try [insert recipe name] that is part of this year's contest

Download contest logo and social media posts for your use here:

<https://www.generalmillscf.com/resources/promotions/neighborhood-to-nation-marketing-kit>