



#SHARE *sweetness*

- Drive Store Traffic
- Enhance Your Brand
- Increase Check Averages
- Keep Customers Coming Back for More



#SweetStreetOMG | SweetStreet.com | [Facebook](#) | [Twitter](#) | [Pinterest](#) | [YouTube](#) | [Instagram](#) | [LinkedIn](#) |



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.



Tempt Them!



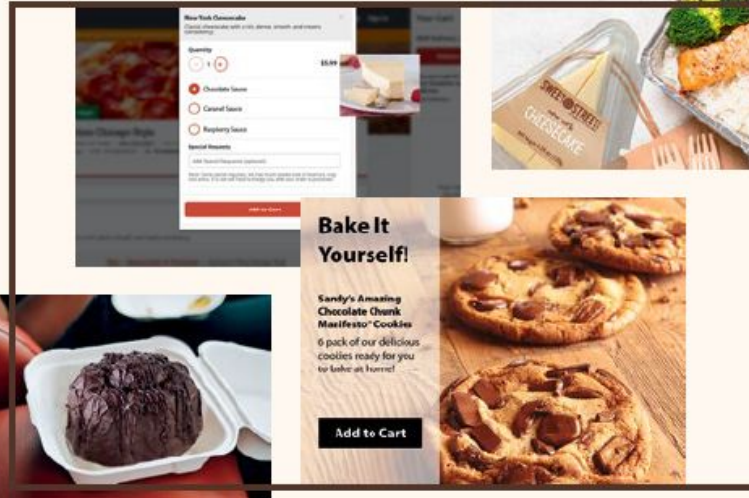
Whether it's an individual serving or multi-packs for a family meal, don't miss out on the opportunity to include something sweet with your delivery.

1 Zippia - Food Statistics Feb 2022 report

40% of total restaurant revenue is now made up of online orders.¹

Digital Assets for Online Menus

available On Sweetstreet.com



23%

OF CONSUMERS ARE
EATING MORE INDULGENT
FOODS/TREATS⁴

28%

OF MILLENNIALS ARE CRAVING
INDULGENT FOODS FROM
RESTAURANTS³

**READY-TO-EAT
DESSERT**

WILL ADD CONVENIENCE THAT
CUSTOMERS APPRECIATE



Selling Desserts – Higher Sales and Much More

79%

felt the after dining
experience influenced
the overall satisfaction
level of a meal

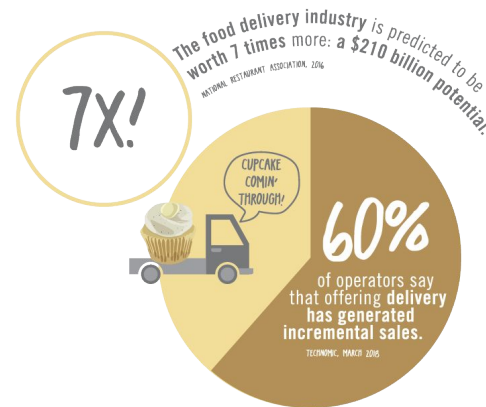


96% tip more when they are highly satisfied
with their experience



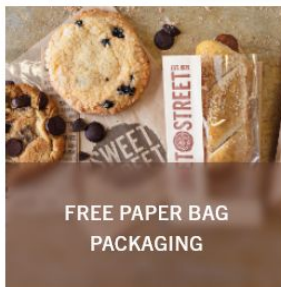
Make That To-Go!

- Demand for restaurant delivery continues to rise.
- Food delivery is up 28% from a year ago and expected to grow 12% per year for the next 5 years.

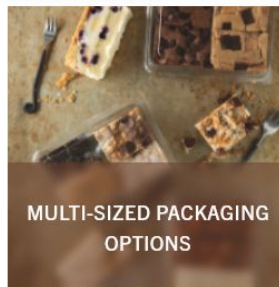


PACKAGING SOLUTIONS

Expand off-premise dessert sales with packaging solutions that are good to go.



FREE PAPER BAG PACKAGING



MULTI-SIZED PACKAGING OPTIONS

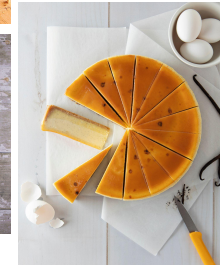
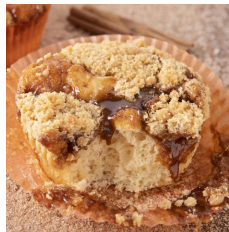
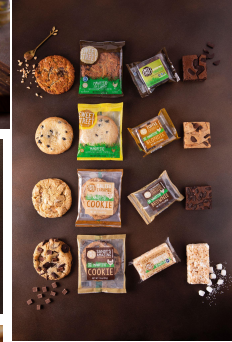


DON'T FORGET
TO ORDER YOUR
REPACK LABELS
SWEETSTREET.COM



Product Portfolio

- Gourmet Pies
- Gourmet Cakes
- The Big Line
- Cheesecakes
- Comfort Desserts
- Artisan Cookies
- Pullmans
- Manifesto® Cookies
- Brownies & Bars
- Artisan Scones & Croissants
- Individuals & Stacks
- Individual Cakes & Cheesecakes
- Skillet Cookies
- Cupcakes
- Individually Wrapped Cookies, Bars and Pullman's
- Handcrafted Savory Pretzel Sandwiches
- Manifesto® Savory XANGOS





Individually Wrapped Manifesto® Cookies & Bars

Our line of individually wrapped desserts are free of additives and GMO's and studded with wholesome ingredients such as pure creamery butter and sustainable chocolates. All are ideal for an individual indulgence to feel good about...anywhere, anytime.

- Honduran Chocolate Brownie (certified Gluten Free)
- Chewy Marshmallow Bar (certified Gluten Free)
- Peruvian Chocolate Brownie
- Toffee Crunch Blondie
- Sandy's Amazing Chocolate Chunk Cookie
- Salted Caramel Cookie
- Lemon Blueberry
- Zoe's Crush (certified Gluten Free)





Individually Wrapped Manifesto® Pullmans

Our artisan loaf cakes are abundant with fresh ingredients in their purest form; hand-pureed ripened bananas, sustainably grown chocolates, Saigon cinnamon or the brightness of lemon. Every batch of these Pullman loaves starts with pure creamery butter, sustainable oils, pure cane sugar and cage free eggs. GMO free, additive free and sustainable.

- Lemon
- Cinnamon Streusel
- Chocolate Marble
- Banana Yogurt Swirl
- Wrapped for convenience and safety
- Thaw and Serve Simplicity
- 10 day Ambient Shelf life
- Better for you ingredients



#SHARE *Sweetness* 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

Ensure 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 #.

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

Be sure to use good lighting in pics and videos—experiment with plating/props to make your food look amazing and appetizing.

ROMANCE IT

Play up the flavor and taste to further entice customers to order.
Be descriptive: calling out signature ingredients, textures and flavor profiles.



SWEETEN YOUR MESSAGES EVEN MORE



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.

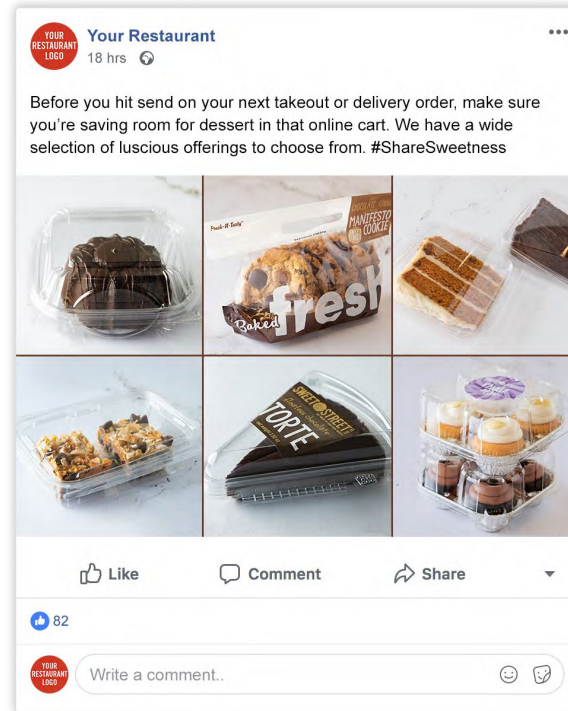
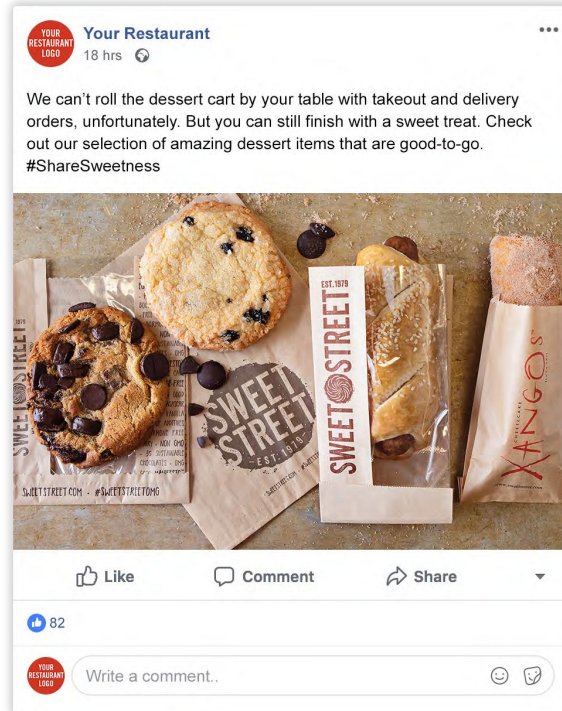
GET CUSTOMERS SHARING

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
- 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

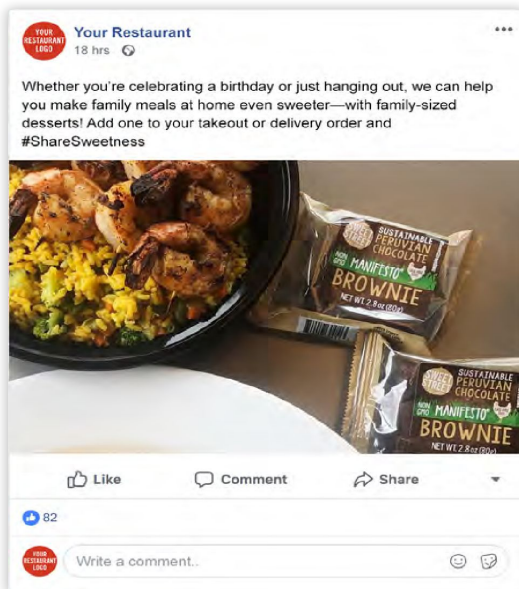
SAMPLE SOCIAL MEDIA POSTS

GENERAL MESSAGING

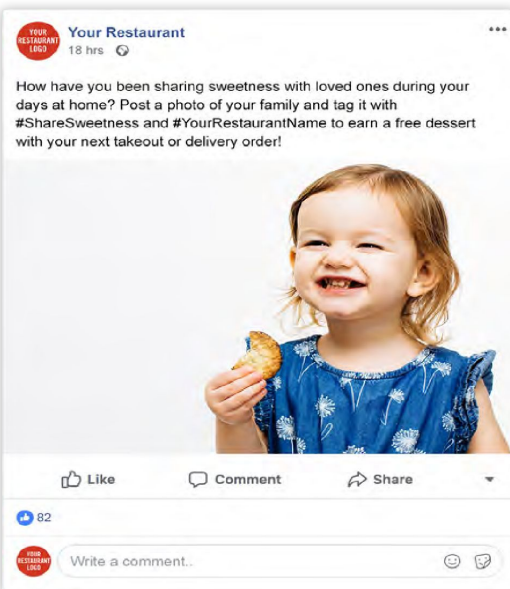


SAMPLE SOCIAL MEDIA POSTS

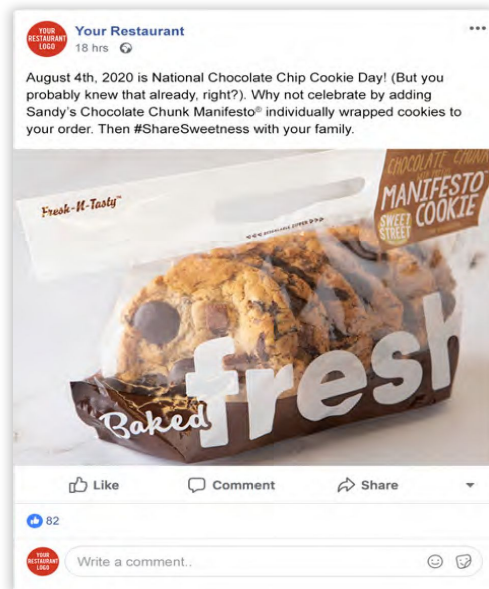
FAMILY MEAL BUNDLE



ENCOURAGE #SHARESWEETNESS



SPECIAL OCCASIONS



MORE MARKETING SOLUTIONS

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

Visit SweetStreetDesignSuite.com for FREE custom point of sale

NEED HELP?

Check another thing off your list; we will take it from here. Our team of social media mavens will:

- develop social posts using your brand assets
- coordinate and schedule co-branded posts
- interact with fans

Sounds like a *sweet* deal? Contact us today and start filling your feed with luscious content.

Morgan Haines at morganh@sweetstreet.com

