

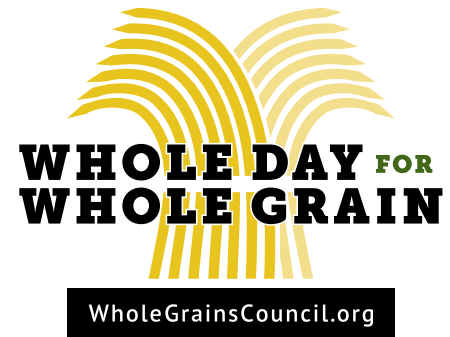
How and why to celebrate a **Whole Day for Whole Grain**



Today, most people only need to try a new whole grain to realize they like it. This means that the best way to increase whole grain consumption is to find ways to help everyone try more whole grains.

That's why Oldways and the Whole Grains Council created a Whole Day for Whole Grain. Held every year on the last Wednesday in March, a Whole Day for Whole Grain is a creative, open-ended celebration unfolding in different ways in thousands of locations at the same time. Our goal is to have people everywhere saying, "That was great! Where have whole grains been all my life?"

We invite you to join us for the next Whole Day for Whole Grain. The benefits to your diners are obvious: they'll learn how delicious *and* nutritious whole grains are, and they'll reap the many health benefits of whole grain foods. But what are the benefits to you?



Four Great Benefits for Restaurants, Food Service, and Food Trucks

- 1. Increase Sales.** Whole Day for Whole Grain can drive traffic to your business. But you have to help us help you out, by planning a whole grain promotion.
- 2. Positive Press.** Not everyone can combine delicious with nutritious. Show the world you have what it takes to meet the challenge with tasty whole grain options.
- 3. Attract Families.** According to a recent survey, moms are more likely to bring the family to a restaurant serving whole grains. 20% said they'd even pay extra!
- 4. Erase the Veto Power.** When you make it clear you have something for all different tastes, you'll attract larger groups.

Participation is Easy

All we ask is that you tell us you're in, and we'll help you do the rest. There are no fees and almost no rules—virtually anything goes, as long as it celebrates whole grains.

We'll brainstorm with you, provide you with support materials, and help you get local and national publicity for your creative promotion of whole grains.

Read on for ideas, next steps, and highlights of previous years' events.

Join the fun and contact
Caroline Sluyter:

617-896-4832 or
caroline@OldwaysPT.org

***No contracts to sign,
no fees to pay!***

How and why to celebrate a Whole Day for Whole Grain

Celebration Ideas for Restaurants, Food Service, and Food Trucks

Need ideas for how to participate? A Whole Day for Whole Grain is not a one-size-fits-all operation, so there are great ways for kitchens of all sizes to take part. We are happy to help you at any point in the process, and here are some ideas to get you started:

- **Highlight existing whole grain menu items**

There's no need to create new menu items—unless you want to. If you've already got delicious dishes on your menu, feature those!

- **Find whole grain alternatives for regular items**

Not sure where to start? Look at your standard menu and find easy swaps for refined grains. We can help!

- **Use current whole grain favorites to sell something else**

If you have an item that sells well, use it to help you promote something new. (i.e., "If you like our Wild Rice Medley, try our NEW Quinoa Salad!")

- **Offer promotions**

Offer a free dessert or beverage when a guest purchases a dish with whole grains. Even better if the dessert is whole grain—ask us for ideas!

- **Feature something new**

Today's the day! Whole grain consumption is up and people everywhere are looking for healthier options. Show them you can do that, while keeping the flavors they already know you for. For this one day, "bench" a slower-selling menu item and hand out samples of your potential new whole grain item with every dish.

- **Put on a show**

If you have the time and space, have a chef conduct a cooking demonstration with samples of a whole grain menu item. You can even provide the recipe as a take-home.

- **Meet and greet with local vendors**

If you source any whole grains locally, ask your provider to come in and distribute flyers, samples, or coupons. Everyone wants to meet the baker who provides your delicious breads or the pasta-maker behind that fabulous whole grain fettuccine.

- **Make the better choice the first choice**

Institute whole grains as "the norm" on your menus, and let customers ask for refined options. A Whole Day for Whole Grain is a great time to start this shift.

- **Stuff your staff**

People rely on order-takers for guidance. Make sure if a customer asks "how is that whole wheat wrap?" that they can confidently talk it up. Serving your staff everything inside the window means it gets in more hands outside the window.

- **Give your customers options**

Adding whole grains doesn't require more space, just differentiated space. With no fear of crossover or contamination, it's just as easy to have both, and you can broaden your reach. If you already carry two cambros of rice, make one brown—it's all about offering a selection.

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Promotion Tips for Restaurants and Food Service

In addition to listing participants on our site, we broadcast to our newsletter subscribers and enlist the help of popular bloggers and other consumer press to get the word out about all our partners' diverse activities. At the same time, we encourage you to promote your celebration too, in ways that only you can:

- Use existing sign stands, restroom ad space, and flyers in your check holders. Start early so your regulars know when to come back. If you print a daily menu, draw special attention to whole grains there. Download our [Whole Day for Whole Grain logos](#) to include in your materials.
- We'll also add you to our list of restaurants currently serving whole grains. If you are already partnered with Healthy Dining Finder, they will also be promoting your participation. (If not, maybe you should be!)
- Talk up your plans on your website, Facebook page, or Twitter. You know your diners—take this opportunity to introduce them to something new. Feel free to use our Whole Day for Whole Grain [social media graphics](#), too!

Promotion Tips for Food Trucks

- If you are part of a local truck collaborative, ask to have a Whole Day for Whole Grain added to your website and try to encourage other members to participate. Remember—it's free! We'll be working with truck locators to help them help you. If you know of one we don't—pass the information along.
- Get the message out. Start posting early on social media to build some momentum and as the day gets closer, include your whole grain menu item/participation in your daily location messages.
- Be creative! Make a sign, doodle on your chalkboard, wear a loaf of bread on your head. We don't care—just keep doing what you're doing to help your faithful followers find you.



#SampleWholeGrains for breakfast
WholeGrainsCouncil.org/SamplingDay
Make a creamy porridge with teff, buckwheat, millet, or amaranth.

A Whole Day for Whole Grain is about reducing barriers, not just offering freebies.

Take inspiration from past ideas from every segment of the market!

Food Service



Guess the Grains Sampling Bar
Compass NA cafeteria

QSR



Buy One, Get One Free offer
Auntie Anne's

Healthcare



Chef Demo and RD Talk
Rex Healthcare



Duck Boat Sample Giveaway
Whole Grains Council

Food Mfr.



Facebook Sweepstakes
Better4U Foods

QSR



Twitter Giveaway
McDonald's

Supermarkets

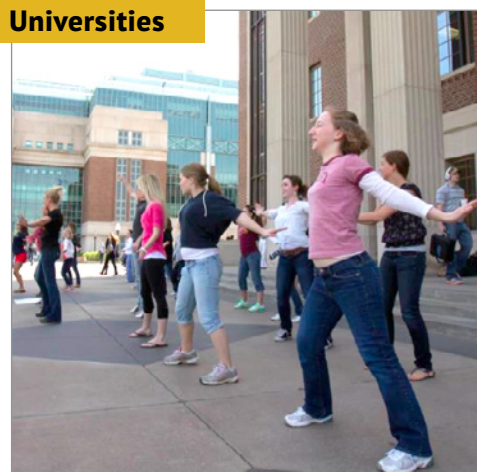


Quiz Game, Whole Grain Prizes
Giant Eagle Supermarkets



Mayoral Proclamation
City of Boston

Universities



UMN Campus Flash Mob
Grains for Health Foundation