IN-STORE LOCAL FOOD DEMOS

Taste the Local Difference (TLD) is Michigan’s Local Food Marketing Agency, working with over 1,470 local food producers and retailers throughout the state. Our passion for growing the demand for local food is accomplished through consumer education and promotion. We take the time to get to know you and your product, so that we can represent local food better than anyone. Let us help you grow your business, and we’ll show consumers how easy it is to taste the local difference.

INCLUDED WITH DEMOS

<table>
<thead>
<tr>
<th>LABOR</th>
<th>PROMOTION</th>
<th>COORDINATION</th>
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<tbody>
<tr>
<td>• 1 TLD staff member</td>
<td>• Social Media</td>
<td>• TLD will arrange the donation of product</td>
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<td>• ServSafe certified</td>
<td>• Calendar of Events</td>
<td>• TLD will work with you to determine the sampling “method,”</td>
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<td>• Knowledgeable about the product</td>
<td>• Educational Handouts for Consumers</td>
<td>• TLD will coordinate with your distributor ahead of time for product discounts, if you choose to</td>
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<td>• TLD staff will bring their own gloves, signage and aprons</td>
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INDIVIDUAL RATE

$150 / NON-EXCLUSIVE
more than one local product sampled per demo

$250 / EXCLUSIVE
one single producer featured

BULK RATE

$100 PER SAMPLING (non-exclusive)

$200 PER SAMPLING (exclusive)

Applies when you commit to 10 + demos. This can be invoiced in a total of 4 installments throughout the year. All the demos must be completed within a year, or lost.

TERMS FOR ALL DEMOS

Product sampled MUST be a TLD paying partner. Sampling will be held on mutually agreeable date, by all parties involved. Retail store must be willing to share record of the product sold week before, day of, week after.

READY TO GO? CONTACT US TODAY!

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caldifference.org