



# Activation Ideas

## IDEAS FOR RETAILERS

- **Post any of our logos and/or infographics** on National Deli Meat Month in your company's social media, circulars, website or in-store signage
- **Feature employees as “Deli Department Heroes”** to highlight how deli meats save the day when it comes to meal planning and helping customers
- **Dare consumers to a Deli Dinner Showdown** in which you challenge them to use deli meats as their next dinner solution. Feel free to use our free [Deli Dinner Showdown](#) logos as part of your promotion.
- **Conduct weekly themed contests** for customers and followers to promote deli meats.

Some theme ideas include:

- Meals (breakfast, lunch, dinner, snacks, appetizers)
- Spin on charcuterie (charcuterie houses, charcuterie shapes, “jarcuterie,”etc.)
- Bento Boxes
- Sports themes, e.g., basketball tournament virtual parties
- **Share themed recipe ideas** from various food and nutrition influencers:
  - Fun kids snack activities—build a pizza, deli roll-ups, animals using deli meats, Beefshi, snowflakes
  - Charcuterie
  - Highlight recipes from NAMI (bloggers) and National Pork Board websites
- **Record in-store recipe demos** and broadcast them
- **Host a twitter chat** or series of chats to raise awareness of convenience, variety and nutrition of deli meats
- **Establish blogger relationships** or leverage bloggers in existing network to write about deli meats and link recipes
- **Create online Zoom cooking classes** on charcuterie—participants can pick up pre-packaged ingredients and then assemble along with the instructor at home
- **Partner with local restaurant chefs** to feature culinary applications of deli meat—promote recipes/videos via social channels. These featured recipes can be highlighted in store with cards, shopping lists, etc.

## IDEAS FOR SUPPLIERS

- **Showcase your most popular products** as National Deli Meat Month specials. Use our NDMM logos to make them “official”
- **Feature any of our logos and/or infographics** on National Deli Meat Month in your company’s social media, website or in customer mailings
- **Encourage retail customers to coordinate Deli Dinner Showdown** challenging consumers to use deli meats as their next dinner solution. Feel free to use our free [Deli Dinner Showdown](#) logos as part of your promotion.
- **Record 30- to 40-second videos** creating different recipes or boards using deli meat products and post to social channels
- **Tell your company’s story** and how deli meats became an important product to company growth and customers’ growth too
- **Conduct a contest for customers**
  - Most original deli meat promotion in stores
  - How customers are inspired to purchase more deli meats
- **Host a zoom “meat up” for retailers**—to highlight ways to promote various products and pairings
- **Train the trainer**—partner with a charcuterie chef to host online class/demo to help retailers conduct class/demo for their customers

## IDEAS FOR PARTNERS

- **Use any of the turnkey tools** or graphics on the National Deli Meat Month website
- **Host a zoom tutorial on the flavor profiles**, origins and recipe applications of various deli meats
- **Host a zoom tutorial highlighting the nutrition profiles** and dispelling myths about deli meats
- **Film videos of creating “jarcuterie”**
- **Share deli meat pairing ideas**—with fruits, veggies, etc. (Build a better sandwich)
- **Create meat-ups each week**—each one with a different theme
  - Breakfast
  - Dinner
  - Kids’ lunches



[NationalDeliMeatMonth.org](https://NationalDeliMeatMonth.org)

[#DeliMeatMonth](https://twitter.com/DeliMeatMonth)