



# SWEETEST BAKERY IN CANADA™ TIPS AND IDEAS

## FROM 2018 WINNER, DOOHER'S BAKERY

Dooher's Bakery in Campellford, Ontario claimed the 2018 Sweetest Bakery in Canada™ title. Employee Alannah Haig shared some tips on how they managed to maintain high customer participation, claim victory and enjoy increased sales.

1. **Get your employees excited.** If they see you're enthusiastic about it, they will be too! Start shifts with a mini pep rally to fire them up.
2. **Engage in-store.** Use your in-store kit or get creative (fun shirts, aprons, balloons, etc.) to draw attention to the contest.
3. **Remind customers after every transaction to vote.** With the ability to text-to-vote this year, this will be even more critical.
4. **Start promoting at the start of the contest.** Early votes are valuable as they help build momentum.
5. **Getting customers in the door is critical to inform them of the contest.** Create LTOs to increase traffic.
6. **Use your social media channels!** Make it part of your daily to-do list.
7. **Make it easy for customers to vote.** Link all social posts and emails to the voting site.
8. Part of spreading the word is **using your social media outlets**, but it requires an engaged following. Build your Facebook and Instagram accounts by encouraging people to **share out** pictures of the baked goods they buy from you.
9. **Engage with local radio, newspapers and local news.** They may not always respond, but if they do catch wind and spotlight your bakery, it can spark even more support.
10. **Don't give up!** Keep pushing for votes until the final bell sounds.