

2019 GUIDE



Are you the Sweetest Bakery in Canada?

Dawn Foods is on the search for the Sweetest Bakery in Canada™!
Dawn Foods is committed to helping your bakery grow, and our contests and promotions have proven to help increase sales, customer loyalty and promote your business to your local community.





MEASURING PAST SUCCESS

Past participants listed business promotion, customer engagement and sales growth as top reasons for participation.

THE SWEET BUZZ THAT BUILDS BUSINESS.

The Sweetest Bakery in Canada™ contest helps drive business for you thanks to the media buzz and excitement surrounding it. That equates to increased traffic. Last year, the contest generated:

NEARLY 353.000 TOTAL VOTES
FOR 260 PARTICIPATING BAKERIES

UP TO 4% AVERAGE
SALES INCREASE

KEEPING IT FRESH

What's New This Year

- More ways to win with winners in three categories
- Two ways to vote: text to vote and at SweetestBakeryInCanada.com
- Greater transparency through daily rankings posted on the website
- Shorter voting period (July 1-September 30)
- Refreshed in-store toolkit and social media toolkit

Your Toolkit



- Counter cards
- Posters
- Window cling
- Stickers for bakery bags/boxes or for employees to wear
- Access to “Vote For Us” social media posts—download at SweetestBakeryInCanada.com/register

2 WAYS TO VOTE

TEXT-TO-VOTE

Each bakery will be issued a unique keyword that customers can use to vote via text to **393939**. Check your registration confirmation email for your keyword.

ONLINE

Customers can vote online once per day (per device) at SweetestBakeryInCanada.com.

Voters must be 18 years or older to vote via text and online.

THE SWEET REWARDS OF WINNING

Along with being crowned the **Sweetest Bakery in Canada™**, the national grand prize winner will win:

- An all-expenses paid, 2-day innovation session with Dawn’s Executive Pastry Chef at Dawn’s Innovation Studio
- Media exposure in local and national markets
- New this year, there will be three winners in each province/region*. Prizes will be awarded to the top full line bakery, top doughnut shop and top cake/cupcake shop in each province/region*. All winners will receive:
 - Access to an exclusive tips & trends webinar hosted by Dawn’s Executive Pastry Chef
 - Personalized award plaque
 - Predesigned social media announcement for you to post



*Includes British Columbia, Alberta, Manitoba, Saskatchewan, Ontario, Quebec, and Atlantic Canada (includes Prince Edward Island, New Brunswick, Nova Scotia, and Newfoundland)



HOW IT WORKS

- You can register your bakery beginning May 29 at SweetestBakeryInCanada.com/register
- Ask your customers to vote for you every day from **July 1 through September 30**
- Customers can vote once per day via text and once per day online (per device)
- Winners in every category will be announced October 2019
- Winners named in all provinces/regions*

1 SIGN UP

Visit SweetestBakeryInCanada.com/register to sign up your bakery. You must register to receive your votes. Registration is open from May 29-September 30, 2019.

2 BRIEF YOUR TEAM

Get your bakery team onboard and fired up to win the title of the Sweetest Bakery in Canada.™ Ask them for their ideas to get customers excited to vote.

3 TRANSFORM YOUR BAKERY

Decorate your bakery, drive interest and encourage customer participation with the materials in your toolkit.

4 TELL YOUR STORY

Tell your customers about the contest at checkout and through social media using your digital toolkit's social media posts. Remind them there are two ways to vote: text-to-vote and at SweetestBakeryInCanada.com.

5 CREATE A COMMUNITY

Ask your customers and employees to talk about the contest with their family and friends and on social media. Invite your customers to build the buzz online and to support your own social media efforts.

SweetestBakeryInCanada.com/register

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Participation in this contest is subject to the official rules.
For the full rules, visit SweetestBakeryInCanada.com/register

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