



Media Release
For Immediate Release

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Contact: Bill Palladino, bill@localdifference.org (877)373-5940

Taste the Local Difference® Launches New In-store Local Food Demo Program

TRAVERSE CITY – Taste the Local Difference®, Michigan's local-food marketing agency, is announcing a new local food demonstration program to support Michigan value-added food producers and retailers.

In fulfilling its mission to help sell more locally grown and produced food in Michigan, TLD is formalizing a service to provide in-store food demonstrations of locally grown and made food. TLD's Operations Director, Tricia Phelps, says; *"we're often told by food producers that they just don't have the time to demo, this new TLD service provides them a professional option with a passionate local focus."*

According to Fresh Trends, an annual study published by food industry newspaper, The Packer:

- 86 percent of consumers who purchased a product for the first time did so as a result of a free sample.
- In-store promotions, such as food demonstrations, enhance product identification and are an effective means of educating consumers about a product or service.

The new program offers both exclusive and non-exclusive sampling options for food businesses. Each option includes a 4-hour demo with a ServSafe certified staff person, social media and email promotions, distribution of printed materials and more. Non-exclusive demos start at \$150 per session

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with discounts available for bulk contracts. It's an affordable and effective way to get products introduced to a broad audience.

Taste the Local Difference has over 1,400 farms and food businesses represented with its marketing programs including listings in TLD's guides to local food (with over 110,000 copies in circulation,) the TLD online local food database, a monthly email newsletter The Local Food Companion, social media campaigns, blogs, and in-store retail promotion programs. Local food demonstrations are a new addition to this proven line of marketing tools.

For more information about the program or to have your product represented, please contact Tricia Phelps at (877)562-2539, email her at tricia@localdifference.org or visit <http://localdifference.org>.

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