

# THE 2024 LOCAL LEADERS INITIATIVE

#### **PURPOSE OF THIS NOTE**

To provide you advance awareness that the 2024 Local Leaders Initiative will be presented to Dealers at the TIMBER MART Buying Show in February. At the Buying Show, the team at Believeco who is coordinating the Initiative will be in attendance to encourage participation and answer any questions you or Dealers might have.

#### **REASONS DEALERS SHOULD PARTICIPATE**

The Local Leaders program connects TIMBER MART retail stores to a positive initiative, generating consumer awareness toward TIMBER MART beyond our standard marketing messages. Instead, it shifts consumer perspective and positions us as an entity that supports and rewards the good works within our local communities.

#### WHAT TO EXPECT

Before the 2024 Dealer Buying Show in Toronto, all Marketing Dealers will be sent instructions on how to participate in this year's Local Leaders Initiative. Their opportunity to start nominating their Local Leader will start on February 14<sup>th</sup>.

#### 2023 PERFORMANCE & METRICS

We were excited and motivated by last year's results and media coverage. Moving into 2024, we're excited to grow Local Leaders across the country.

**52** participating dealers

13K votes

**5.01M** social media impressions

**125.5M** total potential audience from news features

#### **THE GOAL**

To build on the success of 2023, we want to ensure Dealers feel encouraged and well-prepared to nominate members of their community. This participation will be vital to further amplify the message across the country that TIMBER MART is a positive and community-minded brand.

#### THE ROLE OF THE RDMS

To continue to encourage Dealers to actively participate in this initiative.

#### **KEY DATES**

**Dealer Nominations** 

February 14th - March 14th 2024

**Dealer Regional Voting** 

April 8<sup>th</sup> - April 29<sup>th</sup> 2024

**Consumer Voting** 

May 20th - June 21st 2024

**Winner Announcement** 

July 11th 2024

WISHING YOU, DEALERS
AND THE NOMINEES
ALL THE BEST AS WE
KICK OFF ANOTHER YEAR
OF LOCAL LEADERS!



# **CRISPIGO**

Want to keep it crispy, satisfy customer cravings, and unlock your kitchen's full potential? CrispToGo is the way to go.

Ideal for customers who want the best out of their takeout and delivery services, our proprietary batter gives these products an unprecedented hold time, which means soggy fries are a thing of the past.

\$1.1 BILLION

French Fries are a top digitally ordered food item.

+16%

in delivery/carry-out traffic attributed to Coated French Fries.

\*The NPD Group/CREST, Restaurants excl. Retail Oct 2021. \*NPD CREST YE Feb 2022. Traffic percent change vs two years ago, includes Canada+USA Restaurant traffic only.

# **CLEAR COAT**

Our crispy Clear Coat ensures golden fries with an unbeatable buttery texture every time. Perfect for impressing customers with fries that stay hot longer and act as the perfect base for kitchens' most ambitious creations.





## **BETTER HOLD TIME**

Coated fries remain hot and crispy longer than traditional, uncoated fries.



+11<u>.</u>4%

The demand need for coated fries continues to grow!



### **ENDLESSLY VERSATILE**

Perfect as a loaded appetizer, seasoned snack, or simple side.

\*NPD Potato Track: YE Oct'21





## Choose your own canvas for culinary creativity.

	SUB BRAND	PRODUCT	PRODUCT CODE	CUTSIZE	BATTER TYPE	FLAVOR/TASTE	ATTRIBUTES & BENEFITS
	CAVENDISH FARMS COATED PRODUCTS						
BEST	CrispToGo	STRAIGHT CUT	56210 05361	3/8"	WHEAT	PASTRY FLAKY, SALTY	Perfecy for Delivery, Remains Crispy for over 30 minutes
	Clear Coat	SHOESTRING	56210 05311 / 56210 05611	1/4"	WHEAT	BUTTERY FLAVOR	Crispy Texture, Light Golden Color
	Clear Coat	STRAIGHT CUT	56210 05301 / 56210 05601	3/8"	WHEAT	BUTTERY FLAVOR	Crispy Texture, Light Golden Color
	Clear Coat	PUB FRY, SKIN-ON	56210 05004	3/8"	WHEAT	BUTTERY FLAVOR	Crispy Texture, Light Golden Color
	Clear Coat	PUB FRY, EXTRA CRUNCH	56210 55185	3/8"	WHEAT	BUTTERY FLAVOR	Crispy Texture, Light Golden Color
	Clear Coat	WEDGE	56210 05225	8-Cut	WHEAT	BUTTERY FLAVOR	Crispy Texture, Light Golden Color
	Clear Coat	SWEET POTATO	56210 20811	5/16" X 1/2"	WHEAT	BUTTERY FLAVOR	Crispy Texture, Light Golden Color
	Clear Coat	SWEET POTATO	56210 20812	3/8"	WHEAT	BUTTERY FLAVOR	Crispy Texture, Light Golden Color
BETTER	Flavor Crisp	CRISPY SEASONED LATTICE, SKIN-ON	56210 05208	N/A	WHEAT	GARLIC, ONION AND SAVORY SPICES	Flavorful, Crispy Coating, Light Red Color
	Flavor Crisp	SEASONED WEDGE	56210 05223	8-Cut	WHEAT	GARLIC, ONION, SAVORY SPICES AND HERBS	Flavorful, Crispy Coating, Flecks of Herbs
	Flavor Crisp	SEASONED DICED POTATOES, SKIN-ON	56210 05222	3/4" X 1/2" X 1"	WHEAT	GARLIC, ONION, SAVORY SPICES AND HERBS	Flavorful, Crispy Coating, Flecks of Herbs
	Flavor Crisp	SELECT SPICY STRAIGHT CUT	56210 35101	3/8"	WHEAT	SPICY	Bold Flavor, Crispy
	Flavor Crisp	SELECT SPICY WEDGE, SKIN-ON	56210 35119	10-Cut	WHEAT	SPICY	Bold Flavor, Crispy
	Jersey Shore	SEASONED THICK CUT, SKIN-ON	55776 00090	3/8"x1/2"	WHEAT	SIGNATURE GARLIC, SEA SALT AND CRACKED BLACK PEPPER BATTER	Strong Flavor Appeal, Bright Orange Color
	Jersey Shore	SEASONED SWEET POTATO, SKIN-ON	55776 00091	3/8"x1/2"	STARCH	SIGNATURE GARLIC, SEA SALT AND CRACKED BLACK PEPPER BATTER	Strong Flavor Appeal, Bright Orange Color
Q005	Fine Coat	CRISPY LATTICE	56210 05508	N/A	STARCH	РОТАТО	Invisible Coating, Light and Crispy
	Fine Coat	POTATO SCOOPS, SKIN-ON	56210 05572	N/A	STARCH	РОТАТО	Invisible Coating, Light and Crispy
	Fine Coat	SHOESTRING	56210 05501	1/4"	STARCH	РОТАТО	Invisible Coating, Light and Crispy
	Fine Coat	SHOESTRING, SKIN-ON	56210 05521	1/4"	STARCH	РОТАТО	Invisible Coating, Light and Crispy
	Fine Coat	THIN CUT	56210 05503 / 56210 05603	5/16"	STARCH	РОТАТО	Invisible Coating, Light and Crispy
	Fine Coat	THIN CUT, SKIN-ON	56210 05505	5/16"	STARCH	РОТАТО	Invisible Coating, Light and Crispy
	Fine Coat	STRAIGHT CUT	56210 05502 / 56210 05602	3/8"	STARCH	РОТАТО	Invisible Coating, Light and Crispy
	Fine Coat	STRAIGHT CUT, SKIN-ON	56210 05506 / 56210 05606	3/8"	STARCH	РОТАТО	Invisible Coating, Light and Crispy

