



FOODIES UNITE

Keep local restaurants on the menu
with [#FoodiesUnite](#)

Campaign Enrolment Dec 7 to January 3
Campaign Live – January 4 to February 22

Join the movement at:
FoodiesUnite.ca

Powered by
Sysco[®]

KEEP LOCAL RESTAURANTS ON THE MENU

CAMPAIGN OVERVIEW

Sysco Canada & restaurants are helping to spread the word to help get consumers eating at local restaurants.

The Canadian restaurant industry has been financially impacted by the pandemic. The post-holiday season months is when business typically “slows down” for restaurants and is predicted to be hit even harder with COVID-19 cases on the rise and Public Health orders with restrictions for in-restaurant dining taking place.

Foodies Unite is all about Healing our Industry, Helping our Customers and Nourishing our Communities. In order to support our Local Restaurants, we invite Canadians to order take away, curbside pickup, delivery or gift cards. We are promoting our restaurants who are “Open For Business” on [FoodiesUnite.ca](https://www.FoodiesUnite.ca) and asking Canadians to share their meals on social media with #FoodiesUnite. Foodies Unite also recognizes the challenges faced by food banks during these times and will be making a contribution to Food Banks Canada.

Campaign Enrolment - December 7 to January 3

Campaign Live – January 4 to February 22



KEEP LOCAL RESTAURANTS ON THE MENU

CAMPAIGN OVERVIEW

Canadian Consumers

Canadian Consumer Participation

How to easily support Local Restaurants.



Order a delicious meal or buy a gift card from your favourite local restaurant.



Take a photo of your meal or restaurant and share on social media.



Use #foodiesunite to spread the word – tag the restaurant and your friends!

Download the #FoodiesUnite Social Media Toolkit for additional graphics and posts to help you share your love of food!

[CLICK HERE](#) to download

CAMPAIGN OVERVIEW

Restaurants

Restaurant Participation

Engage your fans and your community

Using Our Voices to be Loud Together! For the Love of Food.



Register to be part of the Foodies Unite campaign.



Receive:

- Social Media Toolkit to help promote your business
- Free custom Sysco Marketing support & Restaurants Rising Toolkit
- Choose to be listed as “Open For Business” on foodiesunite.ca
- Additional Social Media cross promotion and PR opportunities



Engage your customers and community! Spread the word and promote the #foodiesunite hashtag. Work with your local Sysco Business Partner to plan a customer contest or additional engagement.



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to download
[CLICK HERE](#)

Restaurant Participation

Engage your fans and your community



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For Free restaurant marketing & menu design support, visit Sysco's [MENU & MARKETING SERVICES](#) page to learn more

Social Post Ideas for Restaurants



Open For Business

Add your logo and post along with a gallery of your best offerings!

Headline:

We're open for business!
Help spread the word with #FoodiesUnite

Alt:

Join the #FoodiesUnite movement and help support local restaurants



Instagram & Facebook Stories

What is your customer's favourite dish?
Who are your favourite local restaurants? Start a chain reaction.

Use the post in the Foodies Unite Toolkit or create your own!
#foodiesunite

CAMPAIGN OVERVIEW

National

Foodies Unite National Campaign

Keep Local Restaurants on the Menu

National Media Campaign

- Social Media
- National Newsprint including:
 - Globe & Mail
 - National Post
 - Community Newsprint from Coast to Coast
- Digital Advertising
- PR

All restaurants who register for the campaign will be listed as “Open For Business” on foodiesunite.ca and receive additional promotion through Sysco social media channels.

Amplification

Foodies Unite is working with key industry partners to amplify this campaign and engage Canadians.



KEEP LOCAL RESTAURANTS ON THE MENU

Foodies Unite National Campaign

Keep Local Restaurants on the Menu

Social Media Alternates



Driving traffic to the FoodiesUnite.ca landing page to promote our customers who are Open For Business.

HEADLINE:

#FoodiesUnite to keep restaurants on the menu

POST COPY:

Where do you love to eat? Support your favourite local restaurant by ordering some food, posting a pic using #FoodiesUnite, and tagging them to spread the love. For the love of food!



KEEP LOCAL RESTAURANTS ON THE MENU

Foodies Unite National Campaign

Keep Local Restaurants on the Menu

Print Media



Keep local restaurants on the menu with **#FoodiesUnite**

FOODIES UNITE

It's your favourite seat. Your Friday-night hang. Your go to for date night. That's why we've started #FoodiesUnite to celebrate local restaurants and to encourage our community members to show them some support.

You can get involved by ordering up some delicious food and tagging your favourite local restaurants using #FoodiesUnite. To further support our communities, Sysco will donate 50,000 meals to Food Banks Canada.* Because as our country's largest food service provider, everything we do is for the love of food.

Join the movement at: [FoodiesUnite.ca](https://www.foodiesunite.ca) | Powered by **Sysco**

*Food Banks Canada's conversion metric as of December 2020 is \$1 CAD = 2 meals. Trademark of Food Banks Canada is used under license.

Headline: Keep local restaurants on the menu

Body: It's your favourite seat. Your Friday-night hang. Your go to for date night. That's why we've started #FoodiesUnite to celebrate local restaurants and to encourage our community members to show them some support.

You can get involved by ordering up some delicious food and tagging your favourite local restaurants using #FoodiesUnite. To further support our communities, Sysco will donate \$25,000 (the equivalent of 50,000 meals) to Food Banks Canada. As our country's largest food service provider, everything we do is for the love of food.

Join the movement at: www.foodiesunite.ca

FOODIES UNITE

KEEP LOCAL RESTAURANTS ON THE MENU