



McCain® Foodservice Social Media Toolkit

— Oktoberfest — & Fall Beer Celebrations

September - October



This guide will give you:

- Social media basics and best practices
- Easy ideas for Oktoberfest LTOs and beer promos
- Posts you can customize for Facebook, Twitter and Instagram

Introduction

Oktoberfest

September 22 – October 7, 2018

Even more reasons to celebrate beer and food this fall!

National Beer Lovers Day – September 7
National Drink a Beer Day – September 28
National American Beer Day – October 27

Here's great news for brewing up new business: 71% of consumers look for complementary foods when choosing a craft beer at restaurants.* So offering the right flavors and seasonal LTOs on the menu can create better guest experiences—and higher check averages!

*Nielsen Craft Beer Insights Poll (CP), June 2017

Oktoberfest sits at the intersection of beer, food and fall. You don't have to serve German fare or travel to Bavaria to celebrate.

Cheers (or "prost," in German) to these crowd-pleasing beer + flavor combinations:

Traditional Lager

Popular across the world—refreshing and thirst-quenching. Pairs well with garlic, lemongrass, cilantro and similar flavors.

Bock

Rich, sweet caramel notes and warm, toasty flavors. Goes well with strong spice flavors and slow-roasted foods.

Pale Ale

Balance malty sweetness with hoppy bitterness. A great contrast for spicy, smoky and aromatic flavors.

American Brown Ale

Toasty rich malt flavor, balanced by a moderate hop presence. Goes well with spice flavors and slow-roasted foods.

Amber Ale

Caramel notes and toasty malt with a smooth finish. Great with rich, spicy and smoked foods, making it the most versatile beer to pair.

Find more beer-pairing ideas using McCain® products at www.McCainUSAFoodservice.com/TrueBeerFood



Source: Bottleneck Management, Beer and Food Pairing Chart

Social Media Best Practices



Facebook, Twitter and Instagram all have guides to help businesses and restaurants make the most of social media. See these sites for updated guidelines and information on ads and sponsored posts—which help you reach a wider audience.

f Facebook for Business: www.facebook.com/business

t Twitter for Business: business.twitter.com/basics

@ Instagram for Business: business.instagram.com

Connecting to food holidays can help you drive traffic by generating excitement and promoting new items and specials. Read on for more tips and example posts.



Facebook and Twitter



Facebook

With nearly 1.5 billion daily active users, Facebook provides you the chance to connect with guests directly. Facebook is great for sharing photos and videos, and creating events you can invite guests to. Sponsored posts can help you reach new fans or target a specific audience of your followers.

Facebook Specs:

- Shared Image: 1200x630
- Event Page Image: 1920x1080



Twitter

Twitter lets users share real-time updates and engage in trending topics. Reply to your guests in a timely manner to encourage interaction and make them feel heard.

Twitter Specs:

- In-Stream Photo: 440x220 (2:1 ratio)
- Posts are limited to 280 characters

Instagram



Instagram

Instagram allows you to showcase your restaurant in a visual way. Try using the Instagram Stories feature to connect with your guests.

Instagram Specs:

- Photo Size: 1080x1080 (Instagram will scale down to 612x612)
- Instagram Stories: 1080x1920

Note: Unlike Facebook and Twitter, Instagram captions don't allow for including links. If you want to link to your website, you can place the link in your profile bio, and mention it in your post.

Instagram Stories

Guests like seeing your restaurant behind-the-scenes, and Stories let you be more casual and real with your followers.

Instagram Stories:

- Quick glimpses: Videos are only 0:15 long
- Show kitchen prep or staff or overhead shots of prepping a dish
- Using Boomerang is an easy way to create fun effects with action shots
- Stories don't have to be live—you can use existing photo/video too—for flexibility
- Add Location stickers to remind guests where to find you
- Larger accounts with 10k+ followers allow the “Swipe Up” feature in Stories, which allow for links to outside sites

Hashtags

Using popular hashtags can help extend your reach and encourage more interaction. Hashtags are most effective on Twitter and Instagram.

Some popular examples for Oktoberfest:

#Oktoberfest

#CraftBeer

#Beer

#Brew



If you want to run a promotion or follow your guests' responses, be sure to pick a unique hashtag you can track, for example: #OktoberfestBobsPlace vs simply #Oktoberfest

When appropriate, joining in on trending real-time Twitter conversations is a great way to earn additional exposure. But do your research! Use caution when hopping onto other trends that may not match your tone or might communicate an unintentional message.

Oktoberfest Ideas and Inspiration

Promo Materials

Visit [Customizer Live®](#) to find customizable front-of-house signage

Recipe Support

Find Beer-Inspired Menu Ideas and True Beer Food resources at www.McCainUSAFoodservice.com/TrueBeerFood

PR Thought Starters

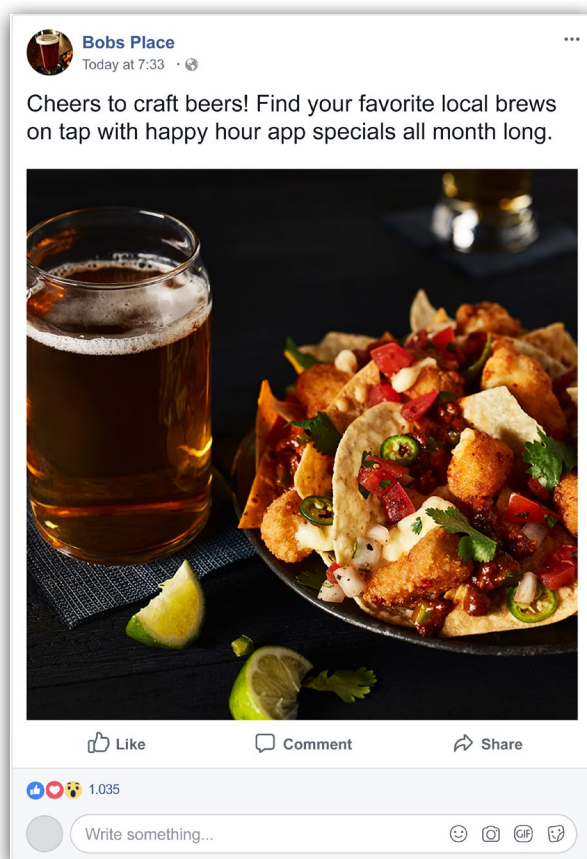
If you're planning a special menu or event, expand your promotion reach by engaging local media.

- Partner with local radio stations to host giveaways or promote events.
- Arrange to bring lunch to local radio or TV stations. Allowing them to sample new menu items helps get the word out and might prompt on-air stories.
- Issue a press release announcing a new menu or promotions.
- Add events to local community calendars. These are often free!
- Enter local festivals or food events that feature menu items, and watch for “Best of...” contests through local websites or magazines.
- Pitch a cooking/pairing demo on a local morning TV show. Cooking segments are popular, and you can provide valuable content with seasonal menu ideas.
- Partner with a local business (such as a farmers market to source toppings, or a brewery for beer pairings). You can support the community and double your reach by spreading your message!



Social Content Ideas & Inspiration

Use these sample posts on your social platforms to generate interest in your Oktoberfest or beer and food inspired promotions. Customize with menu items, daily specials, in-restaurant events or other news you'd like to share with your guests.



Cheers to craft beers! Find your favorite local brews on tap with happy hour app specials all month long.



🍷 Happy Oktoberfest! 🍷 Show this post to your server for a half-price brew with a beer-battered app purchase.



You throw the party, let us take care of the apps! Watch for takeout and to-go specials for Oktoberfest all month long.



Social Content Ideas & Inspiration

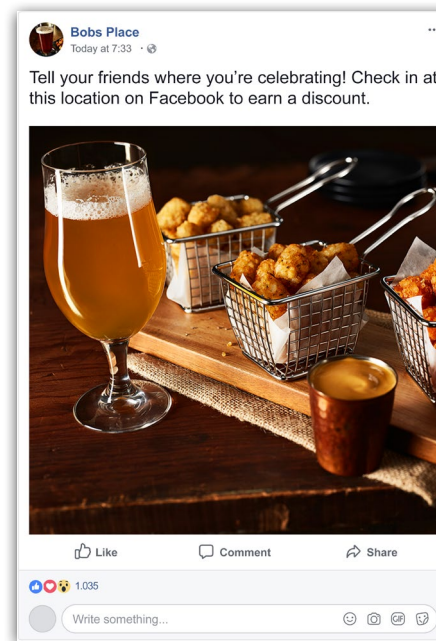
Customize this post with a beer pairing from your menu.



Gather some friends, grab your lederhosen and snag Happy Hour specials for Oktoberfest this month.



Are you Team Wurst or Team Pretzel? Comment your favorite Oktoberfest food.



Tell your friends where you're celebrating! Check in at this location on Facebook to earn a discount.



We recommend pairing a <BREW> with the <MENU ITEM>. What's your favorite pairing for Oktoberfest?



Social Content Ideas & Inspiration

Here are more ways you could interact with your guests on social:

- Give guests a behind-the-scenes peek.
 - Ask your staff to post about their favorite pairing or share their favorite food/beer combinations.
 - Record a Facebook Live video of a chef creating a signature dish.
- Beers for Good: Team up with a local charity to donate \$1 for every LTO ordered during Oktoberfest.
- Start a Beer Club to encourage repeat visits and get guests sharing what they try.
- Combine Oktoberfest specials with tailgating to draw in more fall crowds on game days.

Crowdsource for posts:

- Use social media to communicate with your guests. Don't just talk to them; listen and respond; it's a great way to help them feel connected.
- Ask permission to share guests' posts if they use your hashtags and participate in promotions. Keep the sharing going!
- Create a poll to let guests vote on new menu items. The most popular pick could end up on the LTO menu.



The logo for McCain Foodservice, featuring the name "McCain" in a white script font with a yellow starburst above the "i", and "Foodservice" in a white sans-serif font below it, all enclosed in a yellow-bordered black box.

McCain
Foodservice

A photograph of a tall glass of dark beer with a thick head of foam on the left, and a copper bowl of food with fried items and green peppers in the background. In the foreground, a black plate holds two fried items, one of which is broken open to reveal a white filling, along with sliced jalapeños.

**Let us help make the most
of your fall promotions.**

**Visit www.McCainUSAFoodservice.com/TrueBeerFood
for more recipes and products.**

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— READY-TO-USE POSTS —

PICK UP THESE CAPTIONS AND IMAGES AS IS FOR YOUR SOCIAL ACCOUNTS.



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