

EXECUTION
GUIDE

CAN YOU
TASTE
IT?

KEEP IT JUICY™





CELEBRATE THE TASTES OF THE SEASONS

This turnkey, sales-driving campaign highlights how nothing goes with summer and fall quite like the bite, pop, and flavor of Johnsonville sausages. The eye-catching, mouthwatering imagery and bold, compelling messaging will spread the word that the same legendary experience consumers love at home is also available, ready to go, from C-store roller grills.



HOW IT WORKS

The campaign is designed to be as simple as possible to execute — no jumping through hoops, lengthy forms, or points to track. Participation is open to C-store retailers with an existing exclusive roller grill program with Johnsonville and retailers taking on qualifying flavors.

PARTICIPANTS CAN RECEIVE FREE:

- Exclusive point-of-sale items to drive traffic.
- Digital tools such as social media posts to boost awareness.
- Fun swag to create excitement (while supplies last).



THE FLAVORS THAT BRING THE SEASONS TO LIFE

Johnsonville sausages pair perfectly with the flavors of summer and fall, but this promotion can be extended to boost sales throughout the year by integrating with existing marketing programs and plans.

PARTICIPATING FLAVORS:

CORE FLAVORS

- 101558 Ultimate Brat 5:1
- 101559 Ultimate Italian Sausage 5:1
- 101541 Smokey Cheddar Sausage 5:1
- 101553 Jalapeño Cheddar Sausage 5:1
- 103744 Beef Hot Dog 5:1

LTO FLAVORS

- 101560 Ultimate Hot & Spicy Sausage/Firecracker Sausage 5:1
- 102268 Ultimate Cheddar Beer Brat 5:1
- 102255 Ultimate Southern Recipe Sausage 6:1
- 101552 Spicy Cheddar Omelet Recipe Sausage 5:1
- 104679 Chipotle Cheddar Sausage 5:1
- 104680 Pizza Recipe Sausage 5:1

THANKS FOR ALL YOU DO

Summer and fall provide big opportunities to generate new sales and traffic, and we hope this promotion helps bring you success.



See details and download social media posts at:
johnsonvillefoodservice.com/keep-it-juicy

Questions or comments? Contact your Johnsonville Sales Rep.