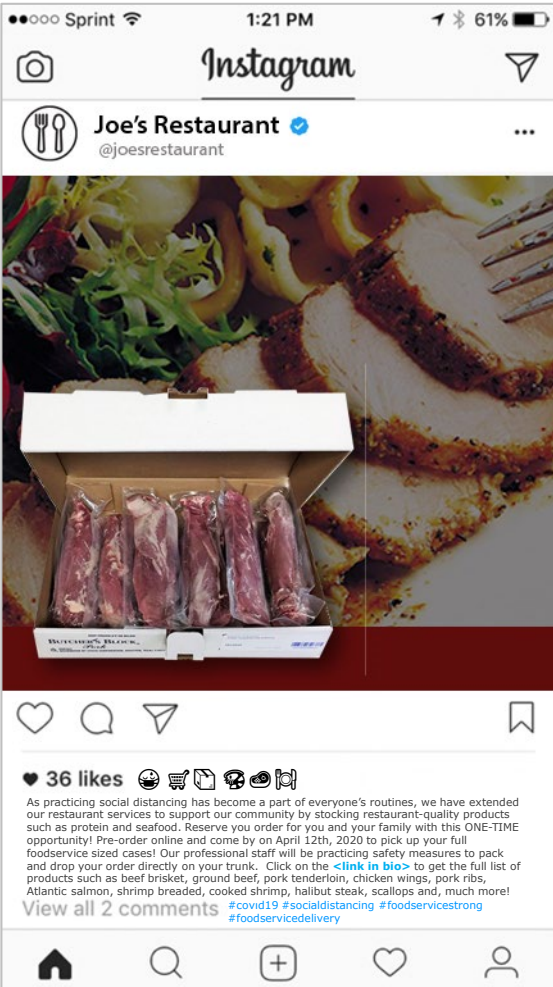
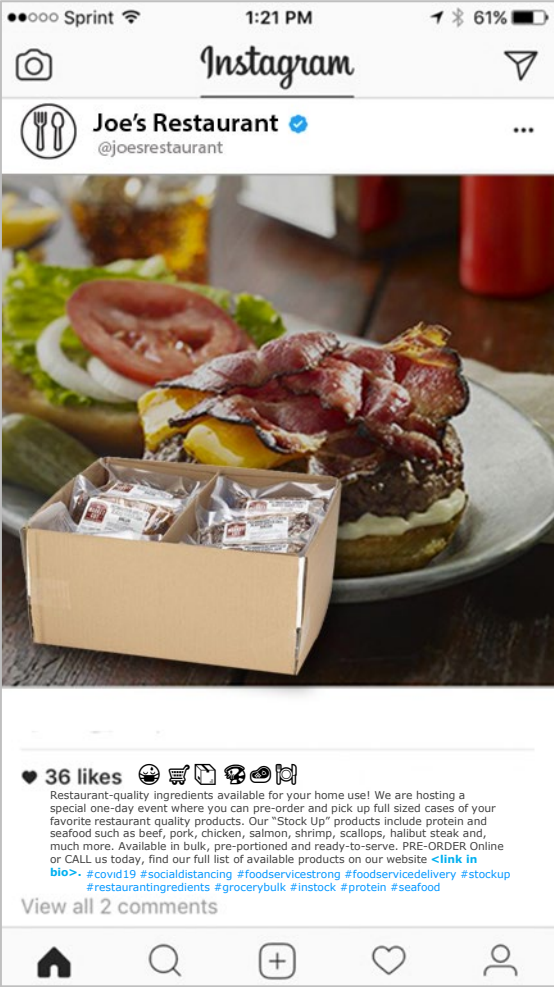


# Pop Up Stock Up Social Media and Email Customer Toolkit



# Instagram Feed

# Sample Posts



# Sample Copy



Restaurant-quality ingredients available for your home use! We are hosting a special one-day event where you can pre-order and pick up full sized cases of your favorite restaurant quality products. Our "Stock Up" products include protein and seafood such as beef, pork, chicken, salmon, shrimp, scallops, halibut steak and, much more. Available in bulk, pre-portioned and ready-to-serve. PRE-ORDER Online or CALL us today, find our full list of available products on our website [<link in bio>](#).



As practicing social distancing has become a part of everyone's routines, we have extended our restaurant services to support our community by stocking restaurant-quality products such as protein and seafood. Reserve your order for you and your family with this ONE-TIME opportunity!

Pre-order online and come by on April 12th, 2020 to pick up your full foodservice sized cases! Our professional staff will be practicing safety measures to pack and drop your order directly on your trunk. Click on the [<link in bio>](#) to get the full list of products such as beef brisket, ground beef, pork tenderloin, chicken wings, pork ribs, Atlantic salmon, shrimp breaded, cooked shrimp, halibut steak, scallops and, much more!



Our restaurant is now offering foodservice size cases of protein and seafood for curbside pick-up. Our stock includes pork chop bone, chicken wings, bacon shoulder, beef ribeye, beef ground chuck, Italian meatballs, crab meat, salmon, shrimp, turkey burgers and much more.

Please note- these ingredients are superior restaurant quality and you won't be able to find it at wholesale stores. Deliveries go out daily at noon.

PRE-ORDER at [www.website.com](http://www.website.com) or CALL US at **1800-000-000**. We are in this together with good food and taking care of your essential needs!

# Sample Copy



Check off your grocery list! We have stock on Restaurant-quality ingredients. Beef, pork, seafood and MORE!  
#socialdistancing #orderonline #takeout #delivery.  
Call us now, visit our website or click the [< link in bio >](#) for details.



Stocking up for BULK shoppers. We have protein and seafood pork chop bone, chicken wings, bacon shoulder, beef ribeye, beef ground chuck, Italian meatballs, crab meat, salmon, shrimp, turkey burgers and, much more. Pre-order online and take out the next day. Call us now, visit our website or click the [< link in bio >](#) for details.



Our restaurant is now able to offer foodservice size cases of protein and seafood curbside pick-up. PLACE PRE-ORDER ONLINE FOR CURBSIDE PICK-UP. Call us now, visit our website or click the [< link in bio >](#) for details.

Facebook Feed

Sample Posts



## Sample Copy



We have a special "STOCK UP" protein and seafood products available during COVID-19 our restaurant! Bring the same quality of restaurant ingredients to your home today! You can purchase in bulk, pre-portioned and ready-to-serve. Ask for our complete list at **1800-000-000** or visit our [www.website.com/stockupshop](http://www.website.com/stockupshop)



Attention to our community - we've converted our restaurant into a "STOCK UP" MARKET place! We have stocked beef brisket, ground beef, pork tenderloin, chicken wings, pork ribs, Atlantic salmon, shrimp breaded, cooked shrimp, halibut steak, scallops and, the list goes on! PRE-ORDER today and pick up tomorrow at our facilities. Our dedicated staff has been trained to follow rigorous safety practices.



Keep up with the **#socialdistancing** practices – grocery BULK shoppers are WELCOME! In an effort to support our community, our restaurant is now stocking protein and seafood products directly from the best foodservice distributor. Bring home the restaurant-quality ingredients for your family and friends. Visit our website or call today for the complete list and pick up on April 12th.

# Hashtags

## Instagram, Facebook and Twitter

### COVID-19 UPDATES

#coronavirus #covid #covid19 #viruses #covid\_19 #virus  
#socialdistancing #hygiene #donttouchyourface  
#diseaseprevention #safetyfirst #sanitation #foodsafety  
#foodhandling #quarantine

### FOODSERVICE SUPPORT

#foodservicestrong #syscofoodie #supportlocalrestaurants  
#SupportDiningOutChallenge #supportsmallbusiness  
#TakeoutToGiveBack #InThisTogether #supporting  
#supportingthecommunity #community #neighbourhood

### RESTAURANT SERVICE UPDATES

#takeoutfood #togofood #fooddelivery #menu  
#menuinspirations #limitedoffer #menuplan #popupstore  
#pantryitems #grocerystore #essentials #takeout  
#freedelivery #delivery #toiletpaper #papertowels  
#curbsidedelivery #menu #menualternatives  
#placeyourorder #callusnow #grocerydelivery #ordernow  
#specialmeals #eggs #freshproduce #produce #milk #dairy  
#pasta #driedpasta #cheddarcheese #butter  
#cannedtomatoes #foodonthetable #diningarea #noodles  
#rice #purchase #online #foodservicedelivery #stockup  
#restaurantingredients #grocerybulk #instock #protein  
#seafood #beef #pork

### FOODSERVICE IN GENERAL

#restaurant #restaurants #cheflife #chefsofinstagram  
#chefstagram #chefsofIG #kitchenlife #syscofoodie

# Email Templates





# Email Anatomy

## SUBJECT AND PREHEADER

Recommended: 40 to 60 characters. Short and direct  
Include call to action.

## BUSINESS LOGO

Recommended:  
120 px width /  
61 px height

Add a link to your website.

## MAIN IMAGE

Photos of your business,  
products or menu.

Recommended:  
600 px width /  
variable height

Add a link to your website.

## INTRO TITLE

color #008cd2

Recommended :

weight bold

font size 30 px

5-6 words / 35 characters

## BODY TEXT

Use black color

Recommended size:

font size 16 px

50 words / 225 chars

## CTA BUTTON

Use outstanding colors

Recommended:


font size 16 px

## FOOTER

Identify your business name,  
address, telephone and other  
contact details. Include website  
and social media links. Provide an  
unsubscribe mechanism.

Email Subject: POP-UP MARKET IN OUR RESTAURANT

Preheader: Place your order now! 🍴



The email content features a header with the Joe's Restaurant logo (a fork and spoon in a circle) and the website address www.joesrestaurant.com. Below the logo is a photograph of a plate of ribs with a Sysco Classic protein box in the foreground. The main body of the email contains a red heading 'TAKE ADVANTAGE OF THIS ONE-TIME OPPORTUNITY', followed by a paragraph explaining the special offer of Sysco protein and seafood products during COVID-19. A call to action states that curbside pick-up will be scheduled for April 12th. A prominent red button with white text says 'LEARN MORE NOW'. The footer includes social media icons for Facebook, Twitter, Instagram, and YouTube, along with contact information for Joe's Restaurant in San Fernando, TX, and a link to manage subscriptions and privacy policy.

**Joe's Restaurant**  
www.joesrestaurant.com

**TAKE ADVANTAGE OF THIS  
ONE-TIME OPPORTUNITY**

We have a special "STOCK UP" protein and seafood products available during COVID-19 our restaurant! Bring the same quality of restaurant ingredients to your home today! You can purchase in bulk, pre-portioned and ready-to-serve.

**We will schedule your curbside pick-up time on April 12th, and our professional staff will pack your trunk directly.**

**LEARN MORE NOW**

Facebook Twitter Instagram YouTube

@2020 Joe's Restaurant www.joesrestaurant.com  
San Fernando, Lombard St. 1020, TX 7879, USA.  
Contacts us at 1-800-89898-1111

Manage my Subscriptions | To unsubscribe click here  
Privacy Policy

# Email Process



## DEFINE

Define the message you want your audience to receive and keep in mind about your goals when crafting it—traffic, awareness, more business.



## TARGET

Determine the target audience for your message. Use your promotional or commercial email distribution lists. Remember that you need consent from your audience to receive emails to comply with the CAN-SPAM Act. You are required to provide an “unsubscribe mechanism” and identify “yourself” the sender, with name, telephone and address. Many third-party email providers like Constant Contact or MailChimp offer these tools. Note that mass emails with the mentioned tools are not supported by Outlook, Yahoo or Gmail.



## DESIGN

Craft a simple email message about the new opportunity for your community and diners. Include photos of your products, menu and restaurant new set-up.



## SCHEDULE

Always check for grammar and spelling before you send the email to target audience. Send at times when your audience is online active.



## RESULTS & ENGAGE

Email service providers offer tools to review email results, it will allow you continuous improvement and the opportunity to keep engaging with your audience. Monitor your inbox for replies, questions and concerns and follow up.

# Email Sample

SUBJECT LINE  
PREHEADER

"Stock Up" Products Available During COVID-19 📺  
Restaurant quality ingredients available for your home use!

MAIN IMAGE



INTRO TITLE

## TAKE ADVANTAGE OF THIS ONE-TIME OPPORTUNITY

We have partnered with one of the best foodservice distributors to bring home the best ingredients.

BODY TEXT

Dear Customer,

We are hosting a special one-day event where you can pre-order and pick up full foodservice sized cases of **restaurant-quality products** curbside with a contactless transaction. Our "**Stock Up**" products include protein and seafood products such as beef brisket, ground beef, pork tenderloin, chicken wings, pork ribs, Atlantic salmon, shrimp breaded, cooked shrimp, halibut steak, scallops and, much more. Available in bulk, pre-portioned and ready-to-serve.

### SAVE THE DATE - April 12<sup>th</sup>, 2020

Visit our website or call for a complete list of available products to place your order no later than **April 7<sup>th</sup>, 2020**. In order to practice social distancing, we will schedule your curb-side pick-up time on **April 12<sup>th</sup>**, and our professional staff will pack your trunk directly.

[ORDER NOW](#)

[PRODUCT LIST](#)

CTA BUTTON

Throughout the coming weeks, we are focused on continuing to provide you, your family and friends with the quality products, safety practices and innovative services that you can depend on.

Sincerely,

FOOTER

Joe's Restaurant

BUSINESS DETAILS  
SOCIAL MEDIA AND WEBSITE LINKS  
UNSUBSCRIBE LINK