



SOCIAL *Media* TOOLKIT

Since Miss Vickie first started making potato chips for her family in 1987, we've never wavered from the goal of providing good food to good people. This kit contains a variety of digital tools to help you spread the word about the benefits and appeal of Miss Vickie's®, and encourage your guests, fans, and followers to enjoy our farm-inspired chips with their meals the next time they visit.

POST *and* PROMOTE THE AVAILABILITY OF *Miss Vickie's*®!

The following are just a few suggestions on how best to spread the word about Miss Vickie's® in your establishment, through your social media accounts. We've divided them into three different topic areas to help you select the ones that will work best for you.

CELEBRATE THE HERITAGE OF MISS VICKIE'S®

- Miss Vickie's® has a saying, "Family first, but good food is a close second." We couldn't agree more.
- We're proud to offer Miss Vickie's® chips! They're made with love and care, so you can enjoy an even tastier meal.
- We think the very best flavors are born from strong roots. That's why we're proud to offer Miss Vickie's® chips alongside our unbeatable sandwiches.
- Love your meal even more with the farm-inspired flavors from Miss Vickie's®!

ENCOURAGE MEAL PAIRINGS

- Add rich, comforting crunch to your meal with Miss Vickie's® kettle chips.
- Five farm-inspired flavors with one delicious heritage. Stop by and add Miss Vickie's® to your meal today.
- Miss Vickie's® might be a little cheesy or spicy, but that's what makes them so fun to have with a meal.
- Miss Vickie's® flavors begin on the farm, but they grow smiles all over the place. Come in and try some with your meal today!

HIGHLIGHT NO ARTIFICIAL FLAVORS OR PRESERVATIVES

- Miss Vickie's® are always enjoyable and always free of artificial flavors and preservatives. Enjoy some with your meal today.
- Love your meal even more by adding Miss Vickie's® chips. They're free of artificial flavors and preservatives, with farm-inspired deliciousness.
- Good food deserves a good chip. That's why Miss Vickie's® are made without artificial flavors or preservatives.





KETTLE COOKED POTATO CHIPS

Miss Vickie's®

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AVAILABLE IMAGES

We have a variety of Miss Vickie's® images available to help make mouths water at the thought of sandwiches + chips. Please check with your PepsiCo Foodservice representative for online access and select the images that will serve you best.

You can also encourage combo meals by taking a picture of a popular sandwich from your menu paired with a bag of Miss Vickie's® (as seen in the example below).



IF YOU HAVE ANY QUESTIONS OR WOULD LIKE ADDITIONAL MARKETING SUPPORT,
CONTACT YOUR LOCAL DISTRIBUTOR OR PEPSICO FOODSERVICE REPRESENTATIVE.