2017 ROADMAP: HOW WE'LL GET THERE

TACTICS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Content Pulses	"SUPER" PROTEIN				GRILLING SEASON				FLAVORS/TRENDS			HOLIDAY
	ONGOING SOCIAL MEDIA MANAGEMENT AND ENGAGEMENT											
Social Activation & Influencers		linqia, HEALTHY APERTURE	TURKEY SWAP		linqia					AMERICAN ROYAL		
			SOCIAL AMBASSADORS			SOCIAL AMBASSADORS				SOCIAL AMBASSADORS		
Conferences/ Webinars/Outreach	FoodFluence	RDBA Retail Dietitians Business Alliance	COEX	The Culinary Institute of America, RDBA Retail Dietitians Business Alliance	National Restaurant Association, MEG Marketing Executives Group		RDBA Retail Dietitians Business Alliance	The Culinary Institute of America		Food & Culinary Professionals, eat right. Academy of Nutrition and Dietetics	RDBA Retail Dietitians Business Alliance, NFRA National Frozen & Refrigerated Foods Association, Inc., MUFSO 2017	
Partners/ Sponsorships		fresh Mushrooms Nature's Hidden Treasure	HelloFresh	plated	Blue Apron	Vidalia Onions	weber	NAPO National Association for Pizzeria Operators	BA Brewers Association	Avocados from Mexico		
Activations				TURKEY TOUR								