



# Tracklements Guide to Superb Summer Sales

From eye-catching instore displays, to mouth-wateringly good social media, we've got both your condiments and your content covered this summer!

From recipes and images, to instore point of sale, you'll find all of the content you'll need in this mailer, and a whole host of other ready-made content in the [Tracklements Marketing Folder](#).

We love seeing your displays, so make sure to send us a picture or mention us on socials so we can interact and boost your engagement!



# Key Dates

Here's some of the key dates coming up that are perfect for creating seasonal displays – but your shoppers are sure to love this content all summer long!

- 2<sup>nd</sup> – 5<sup>th</sup> June: Jubilee Bank Holiday
- 19<sup>th</sup> June: Father's Day
- 19<sup>th</sup> – 27<sup>th</sup> June: National Picnic Week
- 4<sup>th</sup> – 10<sup>th</sup> July: National BBQ Week





# Jubilee Bank Holiday Weekend

Create the perfect solution for shoppers looking to have a celebratory lunch with friends and family to commemorate Her Majesty's 70-year reign!

**Instore:** Build a royal display fit for a quintessentially British celebration.

- Inspire cheeseboards that celebrate the Best of British with our Perfect Pairings guide and feature Tracklements on your cheese counters for the perfect upsell.



# Jubilee Bank Holiday Weekend

Create the perfect solution for shoppers looking to have a celebratory lunch with friends and family to commemorate Her Majesty's 70-year reign!

**Online:** whether shoppers are looking for Perfect Cheese Pairings, scrumptious canapés or a show stopping centrepiece, Tracklements have got your content covered!

[Access Images Here!](#)

Top tip: find recipe copy on our website, or check out our social media for more inspiration!





# Father's Day

For gift-seeking shoppers, Tracklements makes for the perfect foodie solution father's are sure to love!

**Instore:** As part of any Father's Day display, Tracklements are perfect on their own or upsold with other foodie favourites.

- Why not make a display of our 9 Mini Jar Gift Pack – the perfect impulse purchase – or for those who favour heat, our Tongue-tingling Trio is sure to have mouths watering.





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**Online:** shoppers will be looking for delicious recipes they can recreate without the effort, and what better way to drive them to your store than with these superbly simple recipes.

[Access Images Here!](#)

Top tip: find recipe copy on our website, or check out our social media for more inspiration!





# National Picnic Week

With home cooks upskilling over the past 2 years, this year the humble picnic is destined to see an upgrade!

**Instore:** create the perfect complementary upsell for summer deli displays with Tracklements.

- Download and print out our some of our quick & easy recipe cards and see your Tracklements range sell itself!
- Why not place some of our [Perfect Picnic](#) range on your deli counters for an easy upsell?



@thetracklementcompany



@tracklements





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With home cooks upskilling over the past 2 years, this year the humble picnic is destined to see an upgrade!

**Online:** inspire brilliant “blanquets” through your social media and newsletters with some of our favourite, must-pack picnic recipes.

[Access Images Here!](#)

Top tip: find recipe copy on our website, or check out our social media for more inspiration!





# National BBQ Week

In the last couple of years, 46% of households have invested in garden improvements, including state-of-the-art BBQ equipment, so shoppers this summer will be looking to create the very best BBQ occasions at home!

**Instore:** create the perfect impulse purchase with a tasty BBQ display shoppers won't be able to resist.

- Draw attention & create an upsell opportunity by placing Tracklements [ketchups](#) on your meat counters.
- They make for marvellous marinades and they are equally delicious smothered on hot dogs and burgers!





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**Online:** bring showstopping barbecues to your social feeds with these top-tier recipes for the grill.

[Access Images Here!](#)

Top tip: find recipe copy on our website, or check out our social media for more inspiration!

