

RETAILER DIGITAL ASSET PACKET SOCIAL MEDIA COPY

Captions:

- Turn any day into a feast with our grilled to go Johnsonville [INSERT PRODUCT HERE]. Pop into your local [INSERT STORE NAME HERE], head over to the roller grill, grab one (or two!) and relish the flavor!
- No grill? No problem! We've got you covered with Johnsonville [INSERT PRODUCT HERE]. Stop by the roller grill at your nearest [INSERT STORE NAME HERE] and let your taste buds celebrate!
- Need a quick, filling snack? Stop in today and pick up a Johnsonville [INSERT PRODUCT HERE] fresh off the roller grill. They're hot, hearty, and ready when you are!

Instructions:

1. Select an image/video and pair it with a caption above.
 - a. Feel free to mix and match the creative with the caption in whatever combination you'd like — they are meant to be interchangeable.
2. Replace [INSERT STORE NAME HERE] with your convenience store name
3. Replace [INSERT PRODUCT HERE] with the specific Johnsonville offerings at your convenience store
 - a. These can be broad (ex: Johnsonville Brats, Johnsonville Sausages, Johnsonville Hot Dogs) or specific (ex: Johnsonville Jalapeño Cheddar Sausages)