

# Canteen Kitchens

Standard Operating Procedures

	Title: Monthly Marketing Promotions	Element: Food Promotions
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**Purpose:** This SOP details the process for effectively utilizing monthly marketing promotional materials within Canteen Amazon locations. These materials include recipes, label templates, and marketing content that are customizable for site-specific information and vendor logos, with a focus on selecting one recipe for the weekly promotion.

**Scope:** This procedure applies to all vendors involved in marketing and promotional activities within the Amazon Hot Food Program.

## Responsibilities:

- Vendor Marketing Coordinator:**
  - Oversee the implementation of monthly marketing promotional materials.
  - Ensure customization of materials with site-specific details and adherence to brand guidelines.
- Vendor Site Managers:**
  - Collaborate with the Vendor Marketing Coordinator to customize materials with site-specific information, including logos and contact details.
  - Select one recipe from the provided monthly materials for the weekly promotion.

## Procedure:

- Receipt of Monthly Materials:**
  - The Marketing Coordinator receives monthly marketing promotional materials, including recipes and label templates, from Canteen's internal creative team.
- Customization of Materials:**
  - Review received materials.
  - Add site-specific information such as logos, contact details, and promotional messaging to the templates.
- Selection of Weekly Promotional Recipe:**
  - Site Managers review the provided recipes in consultation with the Marketing Coordinator.
  - Select one recipe that fits the current promotional strategy of your business.
- Production and Distribution:**
  - Finalize the selected recipe and prepare promotional materials accordingly.
  - Print label templates and affix them to promotional items such as packaged meals.
  - Offer the promotion all five days that week.
- Promotion Execution:**
  - Coordinate the launch of the weekly promotion across various marketing channels, including social media, email newsletters, and physical displays. This can be done by sharing the signage with the Amazon Site SPM
  - Ensure consistent messaging and branding across all promotional materials.

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**6. Monitoring and Feedback:**

- Managers monitor customer feedback and engagement related to the promoted recipe.
- Canteen will document feedback and performance metrics to evaluate promotion effectiveness.

**7. Adjustment and Improvement:**

- Based on performance analysis and feedback, Canteen will adjust future promotions and materials to optimize results.
- Continuously improve promotional strategies to enhance customer satisfaction and engagement.

**Documentation:**

- Canteen will maintain records of all customized marketing promotional materials, recipes, and promotional plans for reference and audit purposes.

**Compliance:**

- Adhere to company policies, brand guidelines, and food safety regulations throughout the implementation of promotional activities.

**Revision:**

- The Marketing Coordinator periodically reviews and updates this SOP to reflect evolving marketing strategies and business objectives.

**Distribution:**

- Please share this finalized Promotional Marketing Signage with Amazon SPM and the Director of Catering Services one full week prior to the promotion.

**Revision History:**

Revision	Date	Changes	Requested By