



How to get involved with and benefit from Craft Bakers' Week 2015

Craft Bakers' Week is a great way to promote your business and help raise awareness of craft baking in general. It's easy to get involved and with a little planning you can really make the most of this national campaign. There is POS - including bunting and posters and national and regional PR to help spread the word. And this year there is a new competition – where the public will be voting to find the nations' most loved bakeries. Details will be announced at the end of May so make sure you get involved!

You can find out more information at www.craftbakersweek.co.uk but in the meantime here are our top tips to help you make the most of Craft Bakers' Week 2015!

To start:

- Register your business and enter your details at www.craftbakersweek.co.uk (there's a small registration charge that goes towards the cost of the POS. If you have 1-5 shops the fee is £10; 6-10 shops the fee is £20; 11-20 shops the fee is £30 and over 20 shops the fee is £50).
- Then download the campaign logo from www.craftbakers.co.uk/bakers/get-involved and upload it onto your business website / Facebook page, so customers can see you are supporting the campaign – you can then add details about what you are doing nearer the time.

Plan!

- Get your whole team involved and brainstorm what you could do during Craft Bakers' Week. Do this well in advance (2-3 months) for maximum benefit! Here are some ideas to get you thinking:
 - **Promotions:** Organise in-store promotions e.g. discounts on certain products, two for one and use the free POS to help them stand out by putting posters up in your shop window
 - **Sampling and tasters:** People love to try things before they buy, so give customers the opportunity to sample either products you are launching or ones that you are keen to promote. Regional specialties are always popular.
 - **Launch a new product:** Start the week by launching a new product. Issue a press release (using the template release provided on the Craft Bakers' Week website) and send it to your local newspapers, radio stations and local TV stations (you should be able to find the telephone number of these on their website. Ideally call the media first and find an email address or address to send the release too) and invite the local press along for increased exposure of your shop. You could also deliver some to them to try!



- **In-store competitions or prize draws:** How about running a competition throughout Craft Bakers' Week? This could be guess how many loaves of bread the bakery has baked today or a colouring competition for children. The lucky winner could receive a hamper full of your goodies.
- **Link with a local school:** Contact a local primary school and see if they would be interested in you visiting them to talk about craft baking and how bread is made and where the ingredients come from.
- **Baking Masterclass:** Invite one or more local groups such as the Women's Institute to your bakery for a baking masterclass. Or you could offer to go and speak at one of their meetings and take samples of your breads and cakes for them to try.
- **Encourage your customers to vote for you in our competition to find the nations' Most Loved Bakeries. (link)** This is a great way to raise the profile of your business locally!
- **Fundraise for Make-A-Wish® UK!**

Make-A-Wish

- This year Craft Bakers' Week is proud once again to be supporting Make-A-Wish, the charity that grants magical wishes to children and young people fighting life-threatening conditions.

Bakers across the UK will be fundraising for Make-A-Wish. Last year the campaign raised £20,000 for the charity and this year we hope to raise even more. A member of the Make-A-Wish regional team will be in contact to discuss whether you would like to carry out fundraising activities, provide ideas and support for whatever activity/activities you decide to carry out but in the meantime here are some ideas:

- Have a Make-A-Wish countertop container for donations – available from your Make-A-Wish Regional Fundraising Manager
- Hold fundraising activities such as special promotions or events. Your Make-A-Wish Regional Fundraising Manager will be able to provide you with a number of ideas and advice on how to execute these

Order sugar discs to sell: To help raise additional funds for Make-A-Wish the Craft Bakers' Association is organising for special sugar discs to be made available to registered Craft Bakers' Week bakers.

The sugar discs, which will show the Make-A-Wish logo, will be available to be put on cakes, cookies or buns with bakers donating 10p from the sale of each item to the charity. A version featuring the new Craft Bakers' Week logo is also available.

The fundraising sugar discs are available from Craft Bakers' Association at £30.00 including P&P for a box of 264 discs. The sugar discs can be ordered by calling 01920 468061 or emailing info@craftbakersassociation.co.uk.



For more details on how to fundraise for Make-A-Wish, contact Lynn Taylor at Make-A-Wish on 07785 629151 or by emailing Lynn.Taylor@makeawish.org.uk. Make-A-Wish Charity Registration Nos. 295672/SC037479

Tell everyone!

- **Decorate your bakery** with the POS material the week before Craft Bakers' Week. This will contain items such as posters and bunting and will be sent to you in August or September. Fill in the details of your event in the posters provided and display them in the window of your shop and use the bunting to create a celebratory atmosphere by placing it across the window, a wall or the counter
- **Read all about it!** The Craft Bakers' Week press office will be doing all they can to make sure local and national media know about Craft Bakers' Week but you can also do the following:
 - Complete the generic template release you will find at www.craftbakersweek.co.uk/bakers and by Monday 21st September send it to the news desks for your local paper and radio stations. Email is usually the best way to do this.
 - Deliver samples of your favourite breads or regional specialities to the paper or radio station with the release.
 - Send them pictures (ensuring they are high res and good quality) of your event. Label your photos clearly with the names of those in the photo – usually media like this to be left to right. Please ensure you have the permission of anyone you take a photo of and that they give you permission too, to pass on their names – as media usually want to know this. Try to make the photo interesting and that the photo tells the story of your event.
- **Use social media!** If you have a Facebook page or Twitter account tell your followers about your plans and create excitement! Tease them with posts and Tweets about your plans and during the week itself entice people into your shop. Also follow us www.facebook.com/craftbakersweek / @craftbakersweek. If you're unsure on how to make the most of social media, visit our website for top tips www.craftbakersweek.co.uk/bakers/get-involved/

For more information:

Please call or email Craft Bakers' Association on 01920 468061 or info@craftbakersassociation.co.uk

For Scottish Bakers please call 01383 661555 and for media enquiries please email or call the Craft Bakers' Week press office on 01189 475956 or craftbakersweek@ceres-pr.co.uk