

Rock the Blender Bike Contest for RDBA Member Retail Dietitians Sponsored by Stemilt

The *Rock the Blender Bike* contest is just what you need to add some excitement and liveliness to your healthy living promotions.



What is a blender bike, you ask? Pedaling powers the action of a blender, providing a unique way to grab your shoppers' attention right in the aisles of the store or at a community event. Everyone from kids to grandmas will want to take their turn on the blender bike. In the meantime, you can provide insightful messaging on produce, nutrition, activity and health, and promote Fresh Blenders Apples, which were grown to be juiced or blended.

Sponsored by Stemilt, two winners of this contest will be selected, and each will have use of a blender bike for up to two weeks. Be creative, go wild with ideas. Is it a competition amongst employees? Or a store shopper challenge to see how many consecutive hours the bike can be pedaled? All options are on the table!

To participate in contest, please submit a proposal (MAXIMUM OF TWO PAGES, SINGLE SPACED) which includes the following:

- Your name, position, retailer, and topline description of your company's approach to health and wellness.
- A name of the event or promotion.
- Description of the program in which you will use the blender bike, including number of days, length of time, location, event (in-store contest, community event, etc.), target audience, and how the bike will be used.
- Up to three key messages that will be communicated as a part of the program.
- Details on how the program will be promoted to shoppers, both within your retailer and within your market area.
- Plans for traditional and social media integration into the program.
- Number of shoppers or employees you anticipate reaching through the event.
- Description of metrics you will measure and provide to Stemilt.

A PDF of your proposal must be submitted to annette@retaildietitians.com by midnight on January 24, 2017. Contest winners will be notified by February 15.

Contest Rules:

1. You must be a dietitian who is employed by or consults to a retail grocery or drug chain. Your role can be at the corporate, regional or store level.

2. The proposed event(s) must use Fresh Blenders™, a grab-and-go bag of your favorite sweet and tart Stemilt apple varieties and the perfect base for juice and smoothie creations. Either the conventional or organic version of the product may be used in the promotion. Some recipe suggestions are available at <https://www.stemilt.com/recipes/recipes-categories/course/drinks-smoothies/>, but you are welcome to use your own as well.
3. The promotion can occur between April and July of 2017, and can last for up to two weeks.
4. Retailer must currently carry Fresh Blenders™ or have the ability to bring the product into their stores to participate in this contest (contact Annette Maggi with any questions).
5. Following the event, contest winners agree to write an article on blender bike promotion for the Retail Dietitians Business Alliance newsletter.
6. Contest winners will provide a simple recap of the event to RDBA and Stemilt, including pictures, metrics, and links to media.



What else you need to know:

- Stemilt will provide each winner with \$500 to cover costs associated with the promotional.
- Stemilt can design and print co-branded recipe cards (at their expense) for your Rock the Blender Bike event, and can provide other consumer collateral.
- Stemilt is happy to work with buyers at winning retailers to fulfill the promotional piece of Fresh Blenders™ during the RD event.
- The bike, along with assembly and use instructions, will be sent directly to you. You are responsible to return the bike in good condition, and with all parts, using a pre-paid shipping label from Stemilt.
- Applications will be reviewed by a panel of RDBA Executive staff and Advisory Board members as well as Stemilt staff.