



2025 Shopper Campaign: Webstaurant

Round 1: Summer Pulse Sell Sheet

01.24.25

www.plantbasedfoods.org

parabolic



ADD SIZZLE TO THE SUMMER

with our 2025 Plant Based Marketing Opportunity

PLANT BASED: BETTER & BETTER

Join us as we highlight **brands that bring summer sizzle and seasonal relevance** while conveying to influential food-service buyers that plant-based flavors & options are **even better!** We will entice them to take another look at plant-based foods for their restaurants & guests.

Our campaign will highlight how the latest offerings from our partner brands are better than ever and **ready to enhance the flavors of summer** on menus with inspiring brand content highlighting relevant usage occasions at restaurants for the season.

Don't miss this exciting opportunity to engage influential F&B buyers in our Summer program!

Contact us by Feb 7th 2025 to participate

Additional programs to come!

Plant Based
**BETTER
THAN EVER,**
with **TASTE**
that **SHINES**



WebstaurantStore [SHOP NOW](#)



ADD SIZZLE TO THE SUMMER

with our 2025 Plant Based Marketing Opportunity

AUDIENCE TARGET

- **Food and beverage buyers for restaurants and food service outlets nationwide**
- **These F&B buyers are seeking more variety** and plant-based brands to feature in their menu items to meet the diverse needs of their guests

PLANNED MEDIA/TACTICS

- **Prominent Ads featured on Webstaurantstore.com**
 - **Homepage Banner:** Prominent rotating leaderboard placement on homepage: 7 day flight, 85K impressions
 - **Homepage Ad:** Prominent placement on homepage above the fold: 7 day flight, 515K impressions
- **Sales and discount offers** will be included in media at discretion of Webstaurantstore.com to drive conversion at no additional cost

WebstaurantStore

Our multi-brand platform will focus on Webstaurantstore.com, a leading food service ecommerce site for participating partner brands. WebstaurantStore is a plant-based powerhouse, with a massive network of plant-based independent restaurant customers and over 14MM monthly website visitors. The campaign will drive awareness, consideration and purchase of participating plant-based brands with food and beverage buyers for restaurants and food service outlets nationwide.

BRAND PARTICIPATION DETAILS*

- **Program Investment**:**
 - **Homepage Banner:** \$1,625 (4 brands)
 - **Homepage Ad:** \$2,750 (4 brands)
- **Commitment deadline:** Feb 7th 2025
- **In-Market Date:** June 2025
- **Contact info:** Hannah Lopez, hannah@plantbasedfoods.org

**Investment pending confirmed brand participation*

Plant Based
**BETTER
THAN EVER,
with TASTE
that SHINES**



WebstaurantStore **SHOP NOW**