



Temperature is everything!

EXCITING CONTEST NEWS FOR ONTARIO PORK BRAND PARTNERS!

Ontario Pork wants to help your customers improve their pork experience with some simple advice on temperature: **Use a thermometer and cook most roasts and grilled meats to 160 F/ 71 C.**

To kick off summer grilling season, we're giving away 55 digital meat thermometers as part of an educational campaign designed to help ensure your customers end up with perfectly cooked Ontario pork – every single time. Print and online advertising will promote the campaign starting before Victoria Day and continuing past the Canada Day long weekend.

HELP EDUCATE YOUR CUSTOMERS – AND ULTIMATELY BOOST SALES AND RETURN VISITS:

- ✓ **Spread the word:** Use the enclosed glass clings and shelf danglers as part of your in-store displays from **May 18 to July 6, 2018**
- ✓ **Talk to your customers** about the contest and the importance of temperature as a cooking technique
- ✓ **Order and share** copies of the FREE **Ontario Pork Cooking Guides** for roasting, smoking and grilling

Samples of the grilling guide postcard, cling stickers and danglers are included in this package. You can order more by contacting Ontario Pork's retail and food service marketing specialist, **Jeremy Yim**.

Contact: jeremy.yim@ontariopork.on.ca or 519-767-4600, ext. 1303

Perfectly cooked Ontario Pork

