



This one is for the Dads

Father's Day is celebrated worldwide to recognise the contribution that fathers and father figures make to the lives of children. Although it is celebrated on a variety of dates worldwide, many countries observe this day on the third Sunday in June.

The nuclear family is no more. Family dynamics are changing with each decade and this is reflected in the increasing range of relationships celebrated on Father's Day. Think stepparents, in-laws, relatives, friends, partners and more.

In most households Father's Day is celebrated with a nice meal and, of course, gifts. So be ready with novel gift ideas for young customers. And something special for the lunch table.

With these holidays traditionally being filled with sentiment, nostalgia and emotional ties, many grocers are putting out the typical displays of flowers, gift cards and greeting cards for the masses to quickly pick through on the way to check out. If you are churning out what other grocers are churning out, why would a consumer pick your store over another for their needs?

While flowers and greeting cards are classic gifts, share ideas with your customers that are more personal. Use social media channels to create and share content that weaves products found in your stores into recipes for at-home celebrations.

For presents, kids make what they can when they are younger (read: macaroni necklaces, construction paper cards), but parents love and cherish these gifts even years later. Cash in on this nostalgic aspect by publishing content that demonstrates gifts that can be made at home by people of all ages using products from your store.

Give shoppers what they want: uncommon gift suggestions shared via social media and blogs, like a "Superhero Care Package".

Consumers won't respond to a flashy Father's Day advertisement that has little to do with them or what they need. If your content helps the gift-giving and celebration process become easier and more personalised for consumers, they will remember that when it comes to time to pick a store and pull out their wallet.



Eat your veggies!

Five portions a day? Seven? Ten?

Nutritionists agree that when it comes to fresh fruit and vegetables, most of us are just not getting enough.

People are encouraged to make a change on Fresh Veggies Day and invite family, friends and neighbours for a fun and meat-free feast.

Originally, Fresh Veggies Day was celebrated in early summer, when the tastiest new-season vegetables started to become plentiful. This is an ideal day to showcase the freshest fruit and vegetables and supply exciting recipes to go with it.



The proof of the pudding is in the eating

National Chocolate Pudding Day is observed each year on 26 June. Yes, sadly it happens only once a year. Chocolate pudding is usually made with milk and sugar, flavoured with chocolate and vanilla, then thickened with our or cornstarch. Some recipes do use eggs. So be on standby with recipes and ingredients when your customers come calling. Some customers would prefer ready-made versions of the old favourite, so don't be caught by surprise on this holy day for chocolate lovers.

Fish makes you clever

All you have to do for International Sushi Day is eat sushi! Popularised via Facebook in 2009, it is a testament of the power of social media to create and foster cultural movements. Many of your customers would want to make their own sushi, so make sure that you are on hand with all the ingredients and some advice and recipes for first-time sushi-makers.

JUNE 2018 PROMOTIONAL CALENDAR Men's Health Month – CANSA Youth month

1 JUNE	Herbs & Spices Day
International Children's Day	16 JUNE
World Milk Day	Public Holiday: Youth Day
3 JUNE	Fresh Veggies Day
Egg Day	17 JUNE
Doughnut Day	Father's Day
4 JUNE	International Chenin Blanc Day
Cheese Day	18 JUNE
7 JUNE	International Sushi Day
Chocolate Ice Cream Day	22 JUNE
8 JUNE	Chocolate Éclair Day
Jam-Filled Doughnut Day	26 JUNE
10 JUNE	Chocolate Pudding Day
Iced Tea Day	



TOMBAKE CAN HELP YOU KEEP UP WITH TECHNOLOGY

Take advantage of the new

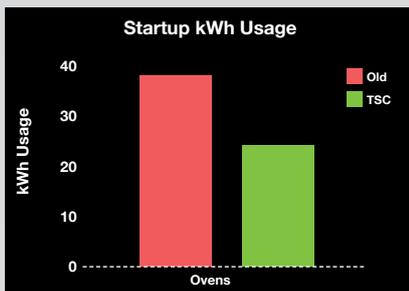
Touch Screen Control



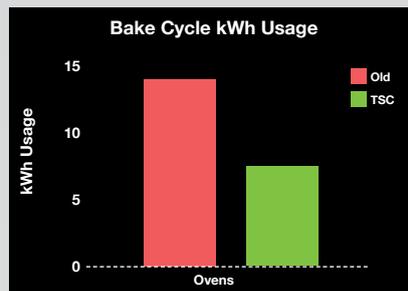
New Touch-Screen Control (with energy management) vs Old Manual Control Oven

The purpose of the case study was to compare the energy usage of the new Touch-Screen Control (TSC) oven against the old Manual Control Oven

Both ovens were measured using the same Electrex GIGA Box Energy monitoring system under exactly the same situation with same temperatures, steam and baking times over a period of 2 days at the Tombake premises



36% less usage during start-up



46% less usage during baking cycle



95% less usage during idle time

Tombake offers all existing customers a complete retrofit for their old electric manual control ovens.

Note: We reserve the right to both technical, as well as design modifications

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Website: www.tombake.co.za

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