



### **13th Annual MMBA Food Drive Promotes Community Value**

In an effort to help members Promote the Community Value of their Municipal Liquor Operation, MMBA, in a new partnership with Miller Lite is coordinating the *Thirteenth Annual Municipal Liquor Food Drive* **benefiting your local food shelf.**

As in previous years, there will be two competition brackets, based on 2018 annual sales:

\$1,000,000 and Above & Below \$1,000,000

The individual facility (not city) in each category with the highest weight donated will earn a \$1,000 donation to their local food shelf from Miller Lite and MMBA.

In addition:

Through a random drawing, ten \$100 donations will be made to food shelves of participating facilities, other than the category winners. So, everyone has a chance to win!

Here are additional details:

- The food drive will run from October 1 – October 31, 2020.
- Each participating MMBA member will collect dry food, can goods & cash for donation to your local food shelf of choice. **Anything your food shelf will accept is eligible to be counted, including, but not limited to, field produce and canned / bottled water.**

### **NOTE:**

**Each \$1 in cash donations will be counted as 3 pounds of food.**

- At the end of the event (November 1), please take the collected food and cash to the food shelf to be weighed. (Contact the MMBA office if you need assistance locating your local food shelf.)

A week or so after the conclusion of the event, send the MMBA office the information at: [kaspszak@outlook.com](mailto:kaspszak@outlook.com).

- Coordinate signs with your Miller Lite Distributor.
- Here are some successful ideas to promote the event:
  - ✓ Facility product discount for those donating food
  - ✓ Stapling a flyer to carry-out bags
  - ✓ Displaying the food in the front of the store to catch customer eyes
  - ✓ Reference or total focus in advertising mediums
  - ✓ Miller wholesaler could build a platform of Miller Lite cases for the food to display on, or a wall of cases around an area where donations will be placed.
  - ✓ Local newspaper story
  - ✓ Collect contributions by participating in other community events

Questions:

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**Thanks for your participation!!!!**