



Shop & Taste Media Toolkit

Welcome to your one-stop shop for sharing your Shop & Taste event with local media. In this toolkit you will find information about listing your event in a local calendar, a press release template, and everything you need to create a paid advertisement for a print publication.

Local Event Calendar

These calendars are usually free and can be distributed through print or digitally (via email or on a website). They require only basic information, so write down the name of your event, time, location, and maybe a phrase about the event (cooking demo, samples, etc.)

- Call your local newspaper, ask if they have a free community calendar, and for more information on how your event can be included.
- Check with your local chamber of commerce office, city/town hall, clubs and organizations to see if they can include your Shop & Taste event in their calendar
- TV stations like KRQE and KOB have event submission forms, so use those if you don't have an established connection with a reporter.
- Ask your event partners to circulate the listing in their networks too.

Make sure to include this info!

1. What: Shop & Taste at [YOUR MARKET] Add a short description of your event, such as who the chef or partner helping with the cooking demo is and what the event includes.
2. Where: [ADDRESS]
3. When: [TIME/DATE]

Advertisement for a Print Publication

Make sure to use the Shop & Taste Logos (we've included one horizontal and one vertical for your convenience). Please do not stretch, distort, or alter the logos in any way. We also recommend using the included "NM Fresh Local" logo somewhere in your ads, which should be printed smaller than the Shop & Taste logo.



We've included EPS and PDF files for your local publications to use for printing, as well as PNG files that you can use for inclusion on the web and all forms of social media.

About the Media/Press Release Template

Providing your local news media with a media alert helps them be informed about your event ahead of time and make plans to attend to cover the event. Trust us – a media alert makes it easier on you in the long run. Media alerts are much shorter than press releases and provide only the pertinent event information.

You can send a longer press release if you are focusing on a new partnership with a local chef or you have an angle to make it a bigger story. After the event, you could send a longer press release to provide more details focusing on the chef, the vendors who participated, event outcomes, etc.

- Write your press release and provide an engaging colorful photo (or a few) for the media to use.
- Send your press release to the editor and then call back in a day or two to follow-up.
- After your story has printed or aired, share it on social media as a recap. It helps the news reach more people and gives you professional content about your market.

Press Release Template

Use the template on the following page by filling the red text with your information.

[YOUR LOGO HERE]

MEDIA ALERT

August 1, 2024 [DATE]

FOR IMMEDIATE RELEASE

HEADLINE: SHOP & TASTE AT [MARKET/DATE]

Join us for a Shop & Taste cooking demo with [Organization/Chef's name] from [time/date] on top of our regular scheduled market on [day(s)] from [times] at [location].

Get a taste of local flavor and celebrate your community with us at this event. [List any special events, guests, partners, handouts, prizes etc.]

Our market accepts [list nutrition incentives like Double Up & FreshRx] and there is something available for everyone!

[Add your market's mission statement here.]

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Media Contact: [YOUR, NAME, PHONE NUMBER, EMAIL]

Additional Support

If you have additional questions about this toolkit or your Shop and Taste event, please contact Andrea Warner, market manager liaison, at Andrea@farmersmarketsnm.org.

Thank you and we hope your event is a huge success!



NMFMA Marketing Team