

STRAWBERRY PARFAIT DAY JUNE 25



Celebrating Strawberry Parfait can be your unofficial launch of strawberry season. Strawberries are so versatile and delicious. They pair well with chocolate, vanilla, cream and yogurt which means the possibilities are endless for your strawberry parfaits.

Promoting strawberry Parfait Day

Set up displays of strawberry parfaits at various stations around your servery to encourage add on's and impulse purchases. Merchandise your individual strawberry parfaits in thermal bowls, fish poachers or other attractive merchandisers. Offer the right parfait at the right time. For example, yogurt and strawberries are a great morning parfait, while the strawberry and chocolate trifle parfait is better suited for lunch or afternoon.

Promoting as a part of ReCharge

Strawberry parfaits make a great snacking option for mid morning or mid afternoon snacking and can be promoted as a part of ReCharge. Use the generic ReCharge flyer paper in addition to the POS that can be found on Setting the Table to promote strawberry parfaits as a great snack option.

Featured Recipes:

Fresh Strawberries and Cream Parfait	OTG87023
Fresh Strawberry Orange Yogurt Parfait	82040*
Fresh Strawberry and Chocolate Trifle Parfait	82000
Strawberry Shortcake Parfait	OTG86325B