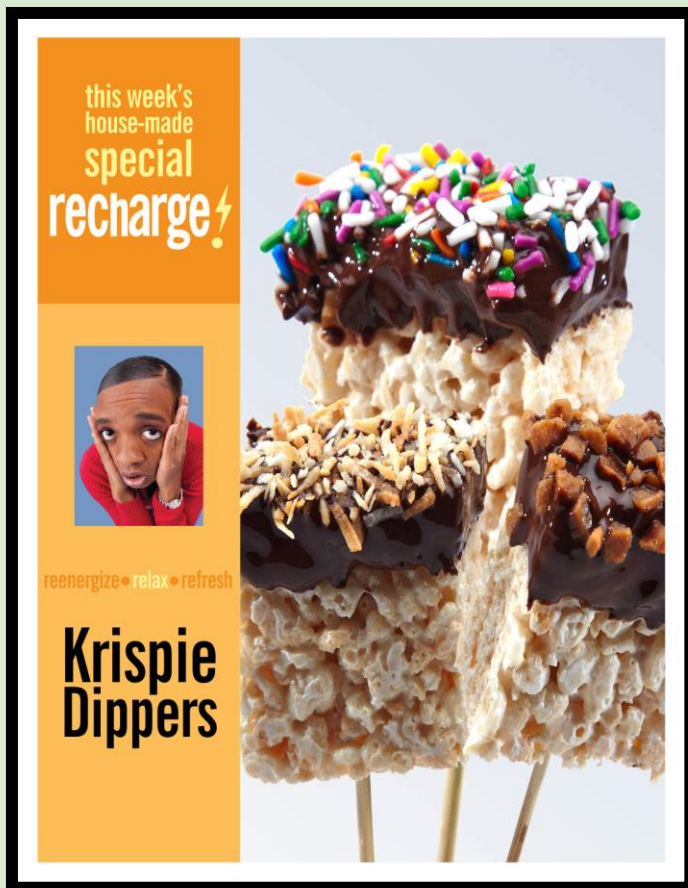


## RECHARGE KRISPIE DIPPERS



ReCharge is a snacking program which can be run mid morning (10am – 11am) or mid afternoon (2pm -4pm) to encourage sales in nontraditional day parts. Snacking is a huge trend and is a great way to boost sales, encourage non users and increase participation. [Click here](#) to access the ReCharge How to Guide as well as past ReCharge promotions and POS.

### Offering Krispie Dippers

Krispie dippers should be prepared ahead of time and allowed to cool so that the chocolate hardens, which will make eating them much easier for your customers. Pre-made rice krispie sheets are available to purchase or [click here](#) for house made recipe

### Merchandising

The Krispie Dippers can be merchandised in several different ways:

1. On a platter or tray underneath a portable sneeze guard for customers to help them selves
2. In a covered pastry cabinet
3. Underneath a cake dome
4. Left over Krispie dippers can be packaged in cello bags and sold in a grab and go format when not promoting a ReCharge event

### Pricing

Offer the dippers in a tiered pricing format to encourage your customers to pick up more than 1.

1 Dipper	\$0.99
2 Dippers	\$1.69
3 Dippers	\$2.89

There are three varieties of dippers that can be offered

[Chocolate Dipped with Toasted Coconut](#)

[Chocolate Dipped with Sprinkles](#)

[Chocolate Dipped with Skor pieces](#)

Use the ReCharge POS to pre-advertise your dipper snacking event. Hold in the afternoon between 2pm – 4pm) once or twice a week and make sure that your customers are aware of when it is occurring.

Merchandising