

BLUEBERRY MUFFIN DAY JULY 11



Ways to celebrate National Blueberry Muffin Day

Remember, celebrating these food related holidays is not about putting out the same tray of blueberry muffins you do every day. It is about increasing sales, average cheque and customer participation. With that in mind:

- Bake off gourmet, colossal blueberry muffins topped with fresh blueberries, a cream cheese frosting or a strudel topping.
- Bake mini muffins and package them in 3 or 4
- Decorate vanilla cupcakes with fresh blueberries for increased afternoon sales
- Make blueberry muffin flavoured pancakes or waffles
- Promote bundles with coffee/tea and blueberry muffins in the morning
- Bake off more muffins after lunch and promote them in the afternoon as a part of your snacking program
- Promote Otis Spunkmeyer Blueberry Crumb cake (purchased muffin); check your MOG for availability

The closest you can get to eating a cupcake for breakfast, the blueberry muffin is a healthy-ish way to start the day and much more portable than a bowl of oatmeal