

## **Provence Social Media Marketing Plan 10/3- 10/9**

### **Wednesday 10/3- Tomato Basil Soup**

Warm up with a fresh cup of hot Tomato Basil Soup at Provence today! Savory tomatoes blended with sweet basil leaves make this soup a must-try on a chilly day. We recommend enjoying any of our soups with a slice of our artisan bread.

Savory tomatoes and sweet basil together in one delicious soup, guaranteed to warm up your day!

Photo: tomato basil soup

### **Thursday 10/4- The new Goo Goo Cluster Brownie**

Let's take us back to 1912 when Howell Campbell was forming caramel, marshmallows, peanuts, and chocolate into the nostalgic candy known as the "Goo Goo Cluster." As we celebrate the candy's 100<sup>th</sup> year, we've placed it into our brownie, giving you the Special Edition Goo Goo Cluster Brownie.

To celebrate the Goo Goo Cluster's 100 year anniversary, Provence's Executive Pastry Chef, Joshua Pion has crafted the Goo Goo Cluster Brownie. Joshua incorporated chopped Goo Goo pieces into our classic brownie recipe, knowing that our brownie would provide the perfect baked structure for the cluster's caramel. The brownie will be available at both the Hillsboro Village and Downtown Library Locations only for the month of October.

"I hope our Goo Goo Cluster Brownie will help broaden everyone's excitement for this historic candy. I am excited to be a part of the Goo Goo Cluster's 100 year celebration." –Executive Pastry Chef Joshua Pion.

For the The Goo Goo Cluster's birthday, we took the nostalgic candy and made it into a Provence brownie.

Though our Goo Goo brownie will only be available during this October, by the looks of it, the classic Goo Goo Cluster will live on forever.

#### **Web**

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Tag: Goo Goo Cluster fan page

Photo: Provence brownie 2

### **Friday 10/5- Baguettes for \$1**

On chilly days like today, we love to feel the warmth our freshly-baked baguettes bring into our stores. We thought we'd share that warmth with you. Our baguettes are only \$1 each today! Pick up one at either our Hillsboro Village or Library location.

With a delicate, creamy white center, and a thin, brittle outer crust, your baguette will pair perfectly a fresh jam or our personal favorite, Nutella.

Extra non-copy info: The baguette is truly the national bread of France. Ours has a delicate, creamy white interior with a thin, brittle outer crust that shatter like glass when broken. It's an absolute must with any cheese course and is also fantastic with butter, jam, Nutella, or any spread.

Tag: Nutella fan page

### **Saturday 10/6- Provence is going to the Southern Artisan Cheese Festival**

What a beautiful day for a Festival! Provence is going to Southern Artisan Cheese Festival! Festivities begin at 3:30 p.m. Swing by our dining table for some free samples.

Tweet: Swing by our dining table at the @Southern Artisan Cheese Festival for some free samples. (Tag on Twitter if possible.)

Sample all of your favorite bread at Provence's booth, or dining table, as we'd prefer to call it, at the Southern Artisan Cheese Festival at the Nashville Farmer's Market today. Additionally, all vendors at the festival will be showcasing their artisan cheese on Provence bread.

Tag: The Southern Artisan Cheese Festival event page, The Nashville Farmer's Market page

Photos: Will be taken at Festival and posted the day of.

### **Sunday 10/7- New Pumpkin Coffee Drinks**

It's pumpkin time, and we're bringing in the season with 3 new pumpkin-flavored drinks to compliment the crisp air. We've made our very own homemade pumpkin syrup from real, whole pumpkins. Then we add just a dash of Barista Pony's secret autumn spice blend.

Using our new homemade syrup, we will be making a Pumpkin Latte, Pumpkin Mocha, and a mocha-like drink we'd like to call "The Jack-O-Lantern," which gets its flame from a hint of cayenne pepper.

Three new pumpkin-flavored drinks to compliment the crisp air! (To tweet with photo)

Photo: Will take Wednesday, October 3, upon arrival of syrup.

### **Monday 10/8- "Pain au Chocolat" Provence's Chocolate Croissant**

We've baked fresh Pain au Chocolat to cheer up your Monday. Pain au Chocolat, aka our Chocolate Croissant, is a Viennoiserie sweet roll with Barry's 44% cacao chocolate baked inside. We use a high-quality, European Plugra butter that steams in between layers of pastry dough, fluffing it into a flaky texture as it absorbs the buttery flavor.

Freshly-baked Pain au Chocolat available today! (With photo on Twitter)

Photo: chocolate croissant

### **Tuesday 10/9- Special Featured Food Item (To be announced by Chef Chris)**

Shhhhh! It's a surprise. Chef Chris will reveal Tuesday's featured item on Monday, Oct. 8<sup>th</sup>. Item will be available and prepared fresh at the Hillsboro Village location.

Photo: TBD