



CHOCOLATE SHOPPE ICE CREAM COMPANY, INC.

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www.chocolateshoppeicecream.com

NICFBD Prep Checklist

- Create Facebook event page & promote via social media
- Create selfie props and backdrops
- Create and print menu and coloring pages
- Create and distribute press release
- Arrange friendly interstore competition (motivate teams)
- Arrange/place orders for:
 - Donuts
 - Coffee
 - Balloons
- Purchase
 - Waffle bakers
 - Waffle ingredients
 - Plates (shop around to see if you can find ones that match your shop theme and colors)
 - Forks & Knives
 - Colorful, nostalgic cereal like Lucky Charms, Fruity Pebbles, Trix, Golden Grahams
 - Additional special toppings - think candied bacon, bananas, etc.
- Schedule a special shift of staff, train them on the new menu items and get them excited
- Train your team to promote the event throughout January
- Create themed music playlist
- Make sure you have enough free scoop coupons on hand

