

JAN	2004 CONSUMER MARKETING PLAN	Dip for the Trip Contest WBLM 102.9
FEB	Boston U Beanpot Tournament Official Sponsor	ICM
MAR	ICM	ICM
APR	Boston Red Sox Sea Dogs	ICM
MAY	Battle in Beantown - Season Ticket Sweepstakes Point of Sale Posters and Tearpads, Official Red Sox Magazine, Boston Red Sox Radio Network (WEEI 850AM)	America Rocks with B&M and WBLM On-air Giveaways, 50 Promos, & 5 Morning Show Giveaways
JUN	FSI's - Memorial Day and 4th of July SmartSource ShelfTalk Point of Sale - Posters and Tearpads	America Rocks with B&M and WBLM On-air Giveaways, 50 Promos, & 5 Morning Show Giveaways
JUL	B&M Baked Bean Night - Every Tuesday & Thursday Night Bobblehead Doll Giveaway - May 11th POS Posters - Case stack displays and Tearpads	America Rocks with B&M and WBLM On-air Giveaways, 50 Promos, & 5 Morning Show Giveaways
AUG		
SEP		
OCT		Shopper's Plus FSI, TV, Radio, Internet & Print
NOV		
DEC		

### Radio Promotions

**WBLM 102.9 (Portland, ME)**  
**B&M Baked Bean and WBLM "Dip for the Trip"**

- 4 week on-air promotion during the morning show.
- 100 promotional commercials.
- Listeners can enter for a chance to dip into a VAT filled with B&M Baked Beans to try to win a 5-night ski trip to one of New England's best Ski Resorts!

**America Rocks with B&M Baked Beans & WBLM**

- 3-week promotion that includes on-air giveaways during the morning show the week leading up to the 4th of July.
- 2 weeks of on-air mentions including 50 promotional mentions the weekend of July 4th, reaching thousands traveling by car, at the beach, in their boats, or at their BBQs.
- Winners can call in to win one of 5 morning show giveaways - July 4th Party Packs!

### Additional Trade Support

- ★ **Instant Coupon Machines (ICM)** - SmartSource Instant Coupon Machines in all authorized Boston / New England accounts (over 500 stores). Coupon Offer \$1 off 4 cans B&M.
  - Cycle 3 (2/23 - 3/21)
  - Cycle 12 (11/1 - 11/28)
- ★ **Trade Promotions**  
 Displays / Features at key holidays
  - Quarterly Trade Promotions
  - Scanner Applications Scan-Down Programs

**SAVE \$1.00**

**COUPON NOT SUBJECT TO DOUBLING**  
 THIS COUPON REDEEMABLE AT FACE VALUE ONLY EXPIRATION DATE: 05/10/04

**When You Purchase 4 Or More Baked Beans, Any Flavor**

To Retailer: B&G Foods, Inc. will reimburse you for the face value of this coupon plus 8 cents handling provided it is redeemed by a consumer at the time of purchase on the brand specified. Coupons not properly redeemed will be void and voidable. Reproduction of this coupon is expressly prohibited. (Any other use constitutes fraud.)  
 Mail to: CMS Dept. 31500, B&G Foods, 1 Flavort Drive, Del Rio, TX 78840, Cash value .001 cents. Void where taxed or restricted.  
 Visit our web site at [www.bmbeans.com](http://www.bmbeans.com)

### Boston University "Beanpot Tournament" Sponsorship

What better event for B&M Baked Beans to sponsor than the Beanpot Tournament? The Beanpot Tournament, Boston's collegiate athletic event of the year, has been in existence for over 50 years. As an official sponsor, B&M will receive the following:

- **Rinkside Dasher Boards**
- **Hockey and Basketball Programs** - 1/2 page ad
- **Message Board Announcements** - 4 per game
- **Public Address Announcements** - 2 per game
- **B&M Power Play** - 4 to 8 times per game
- **B&M Beanpot Award Ceremony** - tournament winner takes home a silver bowl suitable for Boston's famous baked beans and a year's worth of bragging rights.

### Shopper's Plus

- Cause-related co-marketing program to benefit America's Second Harvest, the nation's largest hunger relief organization. The program has multi-media support including the following:
- ★ **FSI** - 18 page, full color, high resolution FSI distributed to 4.8 million homes in 41 different Sunday newspapers; Coupon Offer \$1 off 4 cans of B&M.
  - ★ **Television** - TV-WCVB 100 (:30) TV spots airing on the Eye Opener, Good Morning America, Sally Jesse Raphael, NewsCenter at Midday, Oprah Winfrey, and NewsCenter at 5.
  - ★ **Radio-Metronetwork** - 400 radio spots in Hartford, New Hampshire, Syracuse, Rochester, Buffalo, and Springfield.
  - ★ **Internet** - Website on TheBostonChannel.com with program description and a link to shoppersplus.com and major retailer links.
  - ★ **Print** - full page ad in the Griffin Report of Food Marketing.

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[www.bmbeans.com](http://www.bmbeans.com)

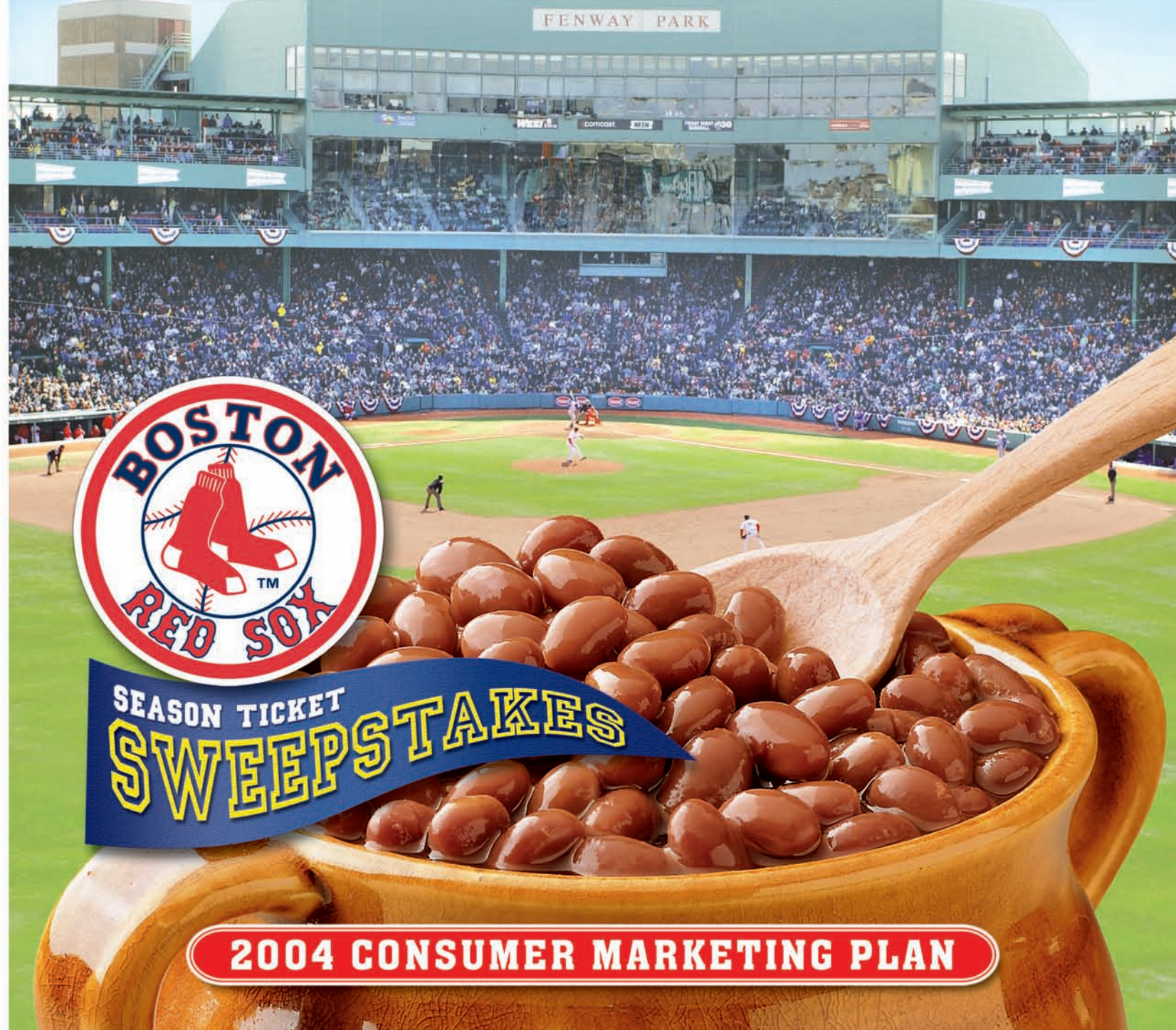


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JOIN THE WINNING TEAM

# BATTLE IN BEANTOWN



SEASON TICKET SWEEPSTAKES

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