



# LUNCHBOX PROGRAM

## What is The Lunch Box?

Once per quarter, Muscle Foods USA will send a curated PR kit to key retail buyers across the country that features standout brands, new product launches, and retail-forward innovation we believe should be on their radar. It is designed to **help retailers discover what's next**, while giving participating brands **high-impact visibility** where it matters most.



## Pilot Program Results:

Our initial Lunch Box distribution saw strong engagement and meaningful movement:

- 60% open rate on our retailer-facing announcement email
- 21% QR code click-through rate from buyers scanning the product info cards
- 20% sales lift among brands included in the box following the release

**In short — retailers are paying attention, and it is driving results.**

## How Participation Works:

**Product Placement Fee: \$1,500** (includes optional sales card)

- **You Provide:** Product samples + any brand collateral you'd like included
  - Any physical collateral should be kept to a size of 5" x 7"
  - Any digital collateral should be provided as soon as possible

**Postcard Placement Fee: \$250** (does not include product placement)

- **You Provide:** 5" x 7" Product Sales Card
- **We Handle:** Distribution to top retail buyers + supporting marketing + follow-up visibility

Spots are **limited each quarter** to maintain curation quality and ensure strong visibility for each participating brand.

## Interested?

Contact: [marketing@musclefoodsusa.com](mailto:marketing@musclefoodsusa.com)