

## **Social Media and Website Content**

### **1. Feeling Thankful For You!**

With the season of thanks coming up, we want to thank you all for sticking with us. We wish we could gobble you up!

### **2. Spicy New Flavors Here!**

Apple, cinnamon, pumpkin, we got it all! Come on by for new flavors that are sure to spice up your meals and your tastebuds!

## **Social Media Posts:**

### **1. Instagram:**

Like pumpkin? So do we! We've stocked our shelves with everything pumpkin to help you out. Come to your closest Trader Joe's for a pumpkin good time! #PumpkinEverything #FallFavs

### **2. Instagram:**

Time to savor these fall flavors! Cinnamon, pumpkin, apple... you name it, we got it. We're fully ready for the new season and you should be too. #FallFinds #SavorFlavors

### **3. Instagram:**

In a rush? We all are. Hungry, too? We're always hungry. Feeling hangry? Oh, don't even get us started. Luckily for you, our new selection of freezer goods are perfect for a time crunch. Pop them in the microwave and watch your hunger fade away. #FreezerFriendly

### **4. Instagram:**

Apparently there's a rumor saying that we're going nuts. Well, we totally are! And we want you to go nuts over our new flavors. Chili crunch cashews, everything but the bagel peanuts, buffalo almonds... you name it. #GoNuts #Nutvember

### **5. Instagram:**

The season for giving thanks! But have you already given it your all? Our new frozen mashed potatoes are here to help. Quick, easy, delicious. Three words we love besides "frozen mashed potatoes". Here's to making your holidays easier. #ThankTheFreezer

### **6. Instagram:**

Time to dive into the fall season! Let us introduce our new fall-flavored Scandinavian Swimmers. Let's "seas" the day together with these delicious fall gummies. #SeariouslyYummy

7. Instagram:

What's better than our chili crunch oil? How about a chili crunch hummus? Yup, you heard us. The crunch, the spice, the savory, the smoothness. It's a recipe for deliciousness. Try with our new pita chips for a duo you will never forget. #ChiliCrunchCraziness

8. Instagram:

You're about to fall in love with our new tea. Introducing the new apple-cinnamon spiced tea. No caffeine so you can also fall fast asleep. Can you tell we love fall? #FallingForYou

9. Instagram:

You thought we only had delicious fall food? You thought wrong. If you like eating pumpkin, you're going to love smelling like it too. Come grab our pumpkin shea butter lotion. Limited time only. #PumpkinTime

10. Instagram:

Orange you happy you shop with us? We sure are. And we're even happier to announce our new orange juice without the pulp. Yup! We knew you'd love that. #NoPulpNovember