

# Martin's Famous

## POTATO ROLLS AND BREAD

# Sweet Mini Moments

## Campaign Overview



### Martin's® Sweet Dinner Potato Rolls

Meal times with loved ones are precious. We all have sweet memories of gathering around a dinner table, picnic blanket, or campfire, laughing with loved ones while sharing a meal.

Those moments never change...but how and where we eat sometimes does, so we've remixed our dinner roll recipe, making it perfectly sweet for any dining occasion!



### Martin's® Sweet Party Potato Rolls

Whether it's a French toast casserole for breakfast, sweet and savory mini sliders for lunch, an accompaniment to the nicest dinner, or straight out of the bag, Martin's® Sweet Party Potato Rolls are sure to add some extra sweetness to your day!

High quality ingredients, plus our famous soft, pillowy texture equals sweet perfection that the whole family will love!

## Campaign Logo



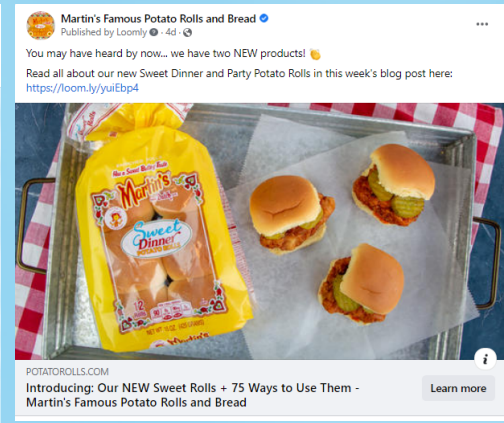
## Landing Page

SweetMiniMoment.com

## Lifestyle Imagery



## Social Media Posts



## Hashtags

#SweetMiniMoments #potatorolls