



February
1st-7th, 2021

HOT CHOCOLATE WEEK

Vermont Hot Chocolate Week Media Kit

Event Description, Social Media Information, Instagram Photo Contest

Just the Facts:

What: Vermont Hot Chocolate Week

Where: A statewide celebration

When: Monday, February 1st - Sunday, 7th

Who: Everyone! Dairy farmers, food and beverage producers, chefs...and you!

Why: DigInVT's Vermont Hot Chocolate Week is a celebration of this delicious winter beverage, as well as all the Vermont ingredients you need to make it - whether it's a kid-friendly option or an adult, boozy version. The Green Mountain State has the cows and dairy farmers, chocolate makers, chefs, and distillers, so cozy up with a mug this February and all winter long!

Sample Short Text: DigInVT's Vermont Hot Chocolate Week is February 1st - 7th, 2021! A winter tradition that many of us remember fondly from childhood, this is an all ages celebration across the state. Cozy up with a mug by the fire, enjoy hot chocolate after an outdoor adventure, discover special drinks from local chefs, and more! Sip your way through Vermont's first Hot Chocolate Week and share your favorites. Enjoy recipes from Vermont chefs, restaurant specials, unique pairings, fun (and safe!) outdoor adventures, stories from Vermont's dairy farmers, and more!

Social Media:

In the time leading up to Vermont Hot Chocolate Week, we're encouraging participating restaurants, cafes, farms, and food and beverage producers to help us get the word out.

Below are some sample social media posts to share. Please feel free to tweak them accordingly for your online community, or come up with your own altogether. Images for your use are attached. We'll be retweeting, tagging, and sharing from our **DigInVT** social media accounts. **Please tag us so we can be sure to share your posts!**

Facebook: @DigInVT

Instagram: @DigInVT

Main Event Hashtag: #vthotchocolate

Other Hashtags: #diginvt #vfndrinks #drinkhotchocolate #thisisvt #drinkvtmilk #vtmilk #vtdairy

DigInVT.com Event Page

Full Link: <https://diginvt.com/events-in-vermont/vermont-hot-chocolate-week/?date=2021-02-01>

Shortened Link: <http://ow.ly/ZyPf50D1vs4>

Facebook Event Page

Full Link: <https://www.facebook.com/events/791863821421405>

Shortened Link: <http://ow.ly/o9h150D1vgH>

Sample Facebook Posts:

#1: Join us in celebrating Vermont Hot Chocolate Week! Enjoy recipes from Vermont chefs, restaurant specials, unique pairings, fun (and safe!) outdoor adventures, stories from Vermont's dairy farmers, and more! This statewide celebration is taking place February 1st - 7th, so mark your calendars!

#2: We are excited to be participating in Vermont Hot Chocolate Week! During the first week in February, we'll be offering a special twist on this cozy drink featuring local dairy (tag local producers). More details to come!

#3: What better way to warm up this winter than with a steaming mug of hot chocolate featuring Vermont dairy? We have something special planned for Vermont Hot Chocolate Week, coming up the first week in February. Stay tuned!

#4: Come by during Vermont Hot Chocolate Week, February 1st - 7th, to try our special creation, (explain what it is), featuring local dairy/booze/chocolate (tag producers)!

#5: Sip your way through the Green Mountain State with DigInVT's Vermont Hot Chocolate Week! We'll be serving up (name of dish/beverage) featuring local dairy from (name of farm)! Check out DigInVT for all the special happenings during the week, including recipes, outdoor adventures, dairy farmer stories, and more!

Sample Twitter Post:

Save the date for VT Hot Chocolate Week, Feb 1-7. VT dairy, local chefs & food/bev producers, so much delicious fun. Info here: <http://ow.ly/ZyPf50D1vs4>. @diginvt #vthotchocolate #diginvt #vtdairy

Sample Instagram Posts:

#1: Come by during Vermont Hot Chocolate Week, February 1st - 7th, to try our special creation (explain what it is), featuring local dairy/booze/chocolate (tag producers)!

#2: Sip your way through the Green Mountain State with DigInVT's Vermont Hot Chocolate Week! We'll be serving up (name of dish/beverage) featuring local dairy from (name of farm)! Follow the link in @diginvt's bio to see all the fun things happening during the week!

#3: We can't wait for Vermont Hot Chocolate Week! During the first week in February, we'll be offering a special twist on this cozy drink featuring local dairy (tag local producers). More details to come!

#4: All week long, warm up with a (name of dish/beverage) featuring local dairy/booze/chocolate/etc (tag producers), in honor of @diginvt's Vermont Hot Chocolate Week! (Include ordering details.)

Hot Chocolate Week Instagram Photo Contest:

Details are here: <https://diginvt.com/blog/vermont-hot-chocolate-week-photo-contest/>

As part of Vermont Hot Chocolate Week, February 1st - 7th, snap the best photo of your hot chocolate and post it to Instagram with the hashtag #vthotchocolate to enter DigInVT's photo contest. Entries are accepted NOW through February 7th.

Pick up Vermont ingredients at your local food market, follow a recipe, chef-created or an old favorite, or pick up a cup to-go! Any way you want to enjoy this special treat, as long as it includes Vermont ingredients, is fair game for this fun photo contest!

Consider photo composition, lighting, and your own personal aesthetic. Include your favorite hot chocolate mug and/or throw some fun accoutrements on top! Use your creativity! Bonus points if you include cows in the photo (just kidding ;) but it would be cool). Be sure to tag at least one Vermont restaurant, farm, or food and beverage producer whose ingredients you included, recipe you used, or hot chocolate you purchased.

Our panel of judges will choose their top four favorites. The winning photographers will receive a goodie bag of prizes (like a mug, chocolates, coffee, maple syrup, and more) to help them continue the hot chocolate fun!

The winners will be chosen and announced on Friday, February 12th.