

# #LASTGLASS OF MILK EVER

## Milkadamia #LastGlass (of Dairy Milk!) Barista Program

Everything we do at milkadamia is to reduce our impact and make the the joy of the human spirit last longer and longer. We invite you to help your customers drop the milk and switch to milkadamia – it's good for them and great for the planet.

So, we're partnering with our favorite coffee shops to host a **#LastGlass Challenge**. We're asking you to encourage your customers to go completely dairy-free, pour out their "Last Glass Ever" of dairy milk, and make the switch to milkadamia.

### Here's How You Can Participate (it's really easy):

1. Pick a date – we think August 22nd would be a great day as it's World Plant Milk Day – but we encourage you to choose a date that works with your store's availability between August 22 and September 25.
2. Let us know – this way we can load you up with swag and social media support to let customers know about the event and of course, provide you with milkadamia product. Please contact Erin-Kate Whitcomb once you've selected your date to confirm ([erin-kate@milkadamia.com](mailto:erin-kate@milkadamia.com)).
3. Have some pre-event fun – film a video of you and your team making coffee (and tea!) drinks with Unsweetened and Regular milkadamia Latte da. Then post it on Instagram **and send it to us!** We suggest using hashtags like: #LastGlass #milkadamia #YourStoreName #plantbased #mooismoot – you get the idea. We'll take all of the videos, edit them together and then post them on our website and promote them on our social media channels. You can submit your video at: [barista@milkadamia.com](mailto:barista@milkadamia.com).
4. Host the event - you decide if it's for 2 hours – or all day (we like all day of course). We'll supply the milkadamia, you make lattes and perhaps offer a signature #LastGlass drink to support customers as they step into the plant-based non-dairy world.
5. Write it down - when you ask customers for their name, also ask them for when their last glass of milk was and write that on their order too. Customers can then take a picture of their cup with your store logo on it and their last glass date and post it on social media. We'll pick some of them from our Instagram page for fun prizes and #LastGlass mentions.

### Some additional thoughts:

1. Feel free to have even more fun by challenging other baristas/local venues to host their own #LastGlass event via social media.
2. Display/use the swag we provide even after the event to start conversations with new customers
3. One store will be chosen at random to have a participant from milkadamia attend their event.



milkadamia