

Hellmann's Hockey Mayolis

Operator Social Toolkit



Unilever
Food
Solutions

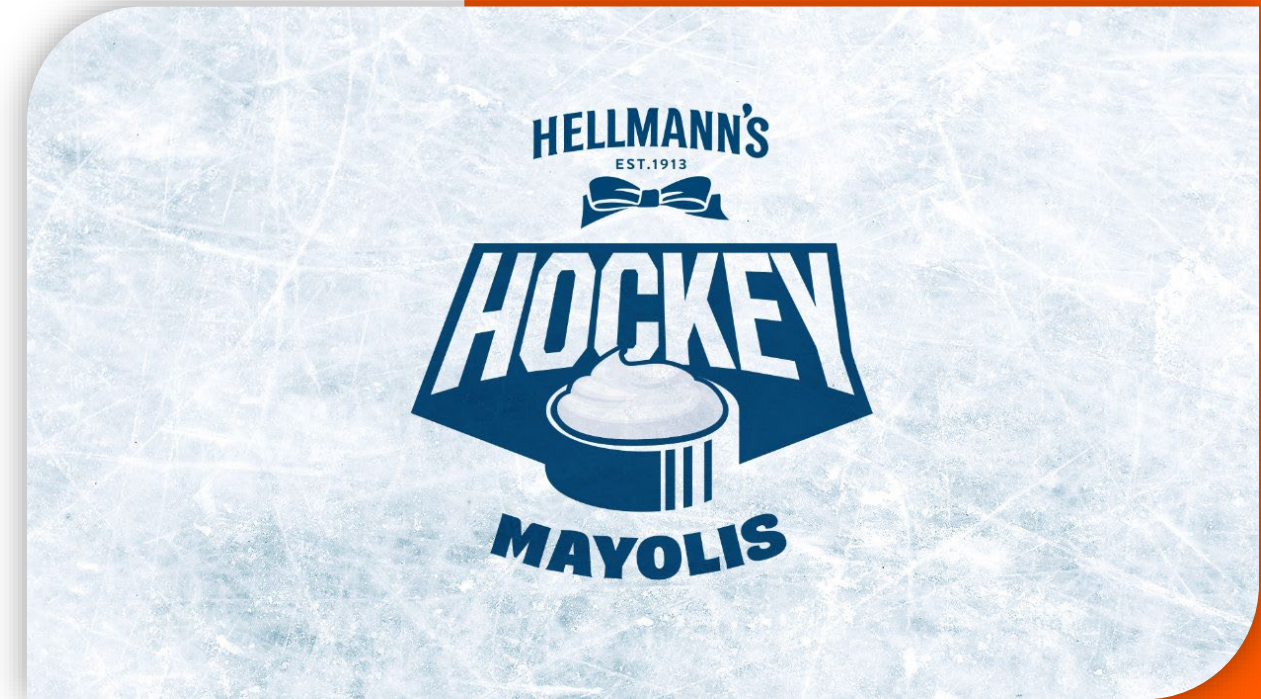
The purpose of this document is to provide content and guidelines for restaurants participating in the Hellmann's Hockey Mayolis activation.

The instructions and creative assets included are to be used at your discretion, and where appropriate please feel free to revise copy to ensure that it is authentic to your brand. English and French assets are provided.

Toolkit contents include:

- Facebook & Instagram post for the launch week (April 17).
- Facebook & Instagram post mid campaign (May 10)

Thank you for your support.



April 17 | SOCIAL CHANNELS

Post Timing

To be posted April 17.

Sample copy

🏒 **Hockey fans, this one's for you!** 🍔 🔥

From April 19 to May 31, we're serving up @Hellmann's Hockey Mayolis—flavour-packed, limited-time creations inspired by Canada's hockey teams. And when you try one, you could win The Ultimate Canadian Hockey Experience! 🏆 🏒

📅 Here's how to enter:

- ✅ Order a Hockey Mayoli at **[Restaurant Name]** 🍴
- ✅ Receive a contest card or sticker with a QR code
- ✅ Scan, enter your details, and you're in!

Bonus: We're giving away official team jerseys in weekly draws!

📅 Contest runs until May 31—don't miss your shot!

🔗 Learn more at [hellmanns.com/hockeymayolis.ca](https://hellmanns.com/hockeymayolis)

#TopShelfTaste #HellmannsMayolis #TasteVictory #GameDayEats

Social assets

Download the assets [here](#).





May 10 | SOCIAL CHANNELS

Post Timing




To be posted May 10.

Sample copy


 **Have you entered yet?** 


@Hellmann's Hockey Mayolis are still on the menu, but not for long!   Try one before May 31 for your shot at The Ultimate Canadian Hockey Experience—a fully customizable hockey getaway, including flights, a luxury stay, and cash for game tickets!

 How to enter:

-  Order a Hockey Mayoli at [Restaurant Name]
-  Scan the QR code on your contest card or sticker
-  Submit your entry

Plus, we're picking weekly winners for official team jerseys! Will you be next?

 Get in the game before it's too late!

 Full details at hockeymayolis.ca

#HellmannsMayolis #GameDayEats #HockeyFuel #TasteTheWin

Social assets

Download the assets [here](#).



Thank You