

Mom Blog Tour Sweets & Snacks Expo To Rack Up Superior Content and Qualified Leads for Brands

NEW YORK, UNITED STATES, April 18, 2018 /EINPresswire.com/ -- Not a day goes by where news about obesity, heart disease, diabetes and other negative health issues attributed to unhealthy diets is not being reported. Americans are on high alert about reading food labels and ingredient lists, questioning the food supply chain, and avoiding unhealthy products.

More and more consumers want brands to be held accountable for putting high caloric foods on our shelves and particularly into the hands of children. While there are many responsible brands, there's still a lot of confusion particularly when it comes to sweets and snacks.



At Sweets & Snacks Expo, brands have the opportunity to get their messages out through a reliable and trusted program: [Mom Blog Tour](#).

Mom Blog Tour brings highly-qualified Mom and Food Bloggers with millions of followers to Sweets & Snacks Expo where they meet with brands who sign on as sponsors.

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Wendy Hirschhorn

The Bloggers review new and existing products, post hundreds of social shares, photos, and video, and create original, authentic content and recipes. Every brand that signs on to Mom Blog Tour has the opportunity to tell their own story and share their passion and commitment for responsible snacking.

The Bloggers spread the word. Every sponsor is guaranteed 15,000,000 impressions and consumer engagements, two press releases, elevated online traffic and SEO, and most recently inclusion in the “Mom Blog Super Colossal Giveaway Qualified Leads Driver.”

“The Mom Blog Tour Super Colossal Giveaway was created to build traffic, word-of-mouth excitement and, most importantly, to generate qualified leads,” said Wendy Hirschhorn, CEO of Wendy’s Bloggers and co-founder of Mom Blog Tour. “Each sponsor contributes \$300 worth of products to the Giveaway

making it a highly valuable and attractive offering to consumers. The Bloggers – who collectively reach more than three million followers – promote the Giveaway on their blogs and social shares for several months.”

Consumers who enter the Giveaway have the opportunity to hear about special offers directly from the sponsors. This element is a game changer for sponsors who want to build a loyal base long after the Expo is over.

Mom Blog Tour Super Colossal Giveaway was launched at Natural Products Expo West Mom Blog Tour. It has already garnered hundreds of qualified leads for five sponsors: Back to Nature, Crown Maple, Dr. Praeger's, Wyman's of Maine and SelectFlex.

Within a few hours one Tweet from Melanie Kampman, owner of The Bandit Lifestyle, about the [Mom Blog Tour Expo West Super Colossal Giveaway](#) generated close to 500 registrants of whom 75% converted to qualified leads. “We anticipate that we’ll get more than one million registrants once the Giveaway is over in July. If just three percent opt-in to hear from our sponsors, that will provide 30,000 leads.

“We can’t underestimate the value of our new qualified leads and the integrity of the Mom Blog Tour team that will be making the rounds at Sweets & Snacks Expo,” said Hirschhorn. “This will be our second time at the Expo and in addition to meeting old and new sponsors, the Bloggers will have a private briefing with the National Confectioners Association.”

"Wendy's Mom Blog team was a pleasure to work with at Sweets & Snacks Expo," said Brady Whitteker, Brand Strategy, Moon Cheese. The Bloggers were engaging, funny and very interested in our brand and unique product. Their blog posts complimented our social media efforts tremendously and we thank everyone for helping get the word out about Moon Cheese, the cheese that crunches!"

Mom Blog Tour is Ridiculously Easy to Participate

Learn how you can be a Mom Blog Tour sponsor at Sweets & Snacks Expo, Summer Fancy Food Show, and Natural Products Expo East without lifting a finger and breaking the bank.

For more information, contact Wendy Hirschhorn, wendy@wendysbloggers.com, 212-826-8790, to learn how you can have your sugar and eat it, too!

The screenshot shows the Wendy's Bloggers website with the "mom's opinion matters™" tagline. A banner for the "mom blog tour Super Colossal Giveaway" features logos for sponsors: Dr. Praeger's, Back to Nature, Wyman's of Maine, Crown Maple, and SelectFlex. Below the banner, the text reads: "Mom Blog Tour Super Colossal Giveaway™ Hosted by Wendy's Bloggers. Enter to win \$1,500 worth of healthy foods and products from our Sponsors!"

- **Back to Nature** creates delicious and flavorful recipes inspired by nature.
- **Crown Maple** sets the standard for maple in quality, purity and taste through singular, certified-organic maple products.
- **Dr. Praeger's** has delicious and convenient frozen food options for just about any type of lifestyle and families of all ages.
- **Wyman's of Maine** is recognized as setting the quality standard for premium frozen fruit.
- **SelectFlex** is the world's first truly adjustable foot orthotic that dynamically supports the arch.

Open to residents of United States, 18+ only -- Ends midnight 7/10/18
In addition to the chance to win \$1,500 worth of products, our Sponsors have special offers for you.
Simply check any or all of the boxes below and get the healthy product offerings you want -- delivered straight to your inbox.

Registration form fields: First Name, Last Name, Email Address, and a Sponsors section with checkboxes for Dr. Praeger's, Back to Nature, Wyman's of Maine, Crown Maple, and SelectFlex.

☐ Terms and Conditions

By submitting an entry to this Giveaway, you agree to the following Terms & Conditions:

Wendy's Bloggers is not responsible for prize fulfillment. Back to Nature, Crown Maple, Dr. Praeger's, Wyman's of Maine, and SelectFlex will each be responsible for shipping \$300 MSRP worth of their respective products to winners of the Giveaway. In lieu of products, Back to Nature, Crown Maple, Dr. Praeger's, Wyman's of Maine, and SelectFlex may provide Giveaway winners with \$300 worth of free coupons for their respective products redeemable wherever they are sold. The sole intended purpose of the collection of personally identifiable information is to notify a winner. If you opt to receive offers from any or all of the Sponsors (Back to Nature, Crown Maple, Dr. Praeger's, Wyman's of Maine, and SelectFlex), they will email you directly. Wendy's Bloggers will NEVER sell or share personally identifiable information. For questions about Mom Blog Tour Super Colossal Giveaway, contact: wendy@wendysbloggers.com

At the bottom, there is a "Register" button and a footer with "© 2018 Wendy's Bloggers" and social media icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn.

About Mom Blog Tour

Co-founded in 2015 by Wendy Hirschhorn, CEO of Wendy's Bloggers, Mom Blog Tour brings some of the most influential Mom and Food Bloggers to trade shows throughout the country where they interact with brands, review new and existing products and create original, authentic and shareable content, photos and videos. The sweet spot for Mom Blog Tour is food and lifestyle. Follow the conversation at #MomBlogTourFF. For information, contact Wendy Hirschhorn, 212-826-8790 or wendy@wendysbloggers.com

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