2725 Sampling

Product Book · https://kb.jeffreysummers.com/docs/2725-sampling/

Sampling is one of the most direct marketing tools an operator has — and one of the most misunderstood.

Sending a box of food to a neighboring business isn't sampling. It's a delivery. Real sampling encapsulates the entire experience you offer — not just the product. The right packaging. The right presentation. A handwritten note. Someone who can speak to what makes this food and this restaurant worth experiencing.

A sample without context is just calories. A sample that communicates your values, your craft, your story, and your invitation — that's marketing.