



Great Lakes Tinned Fish



Introductory Social Post

Caption:

We're declaring this the Summer of Lakeside Dips...
(and we never want it to end). 🐟💙☀️



Sweatshirt Social Launch



Caption:

Our Lakeside Dips sweatshirt is now available on our website. Perfect for boat days, chilling by the lake, or curling up by a bonfire.

Inventory is limited, so dive in before the sun sets on a great summer! 🏊‍♂️

#SummerofLakesideDips

Great Lakes Tinned Fish &

UGC Giveaway Announcement

Caption:

We want to spread the Summer of Lakeside Dips love with a giveaway that rolls right into your favorite Labor Day OOO plans. 🤙🚤

For a chance to win our new merch, a tin trio, and some extra goodies tucked into this sunny ☀️ @boggbags with accessory tray, here's what you need to do:

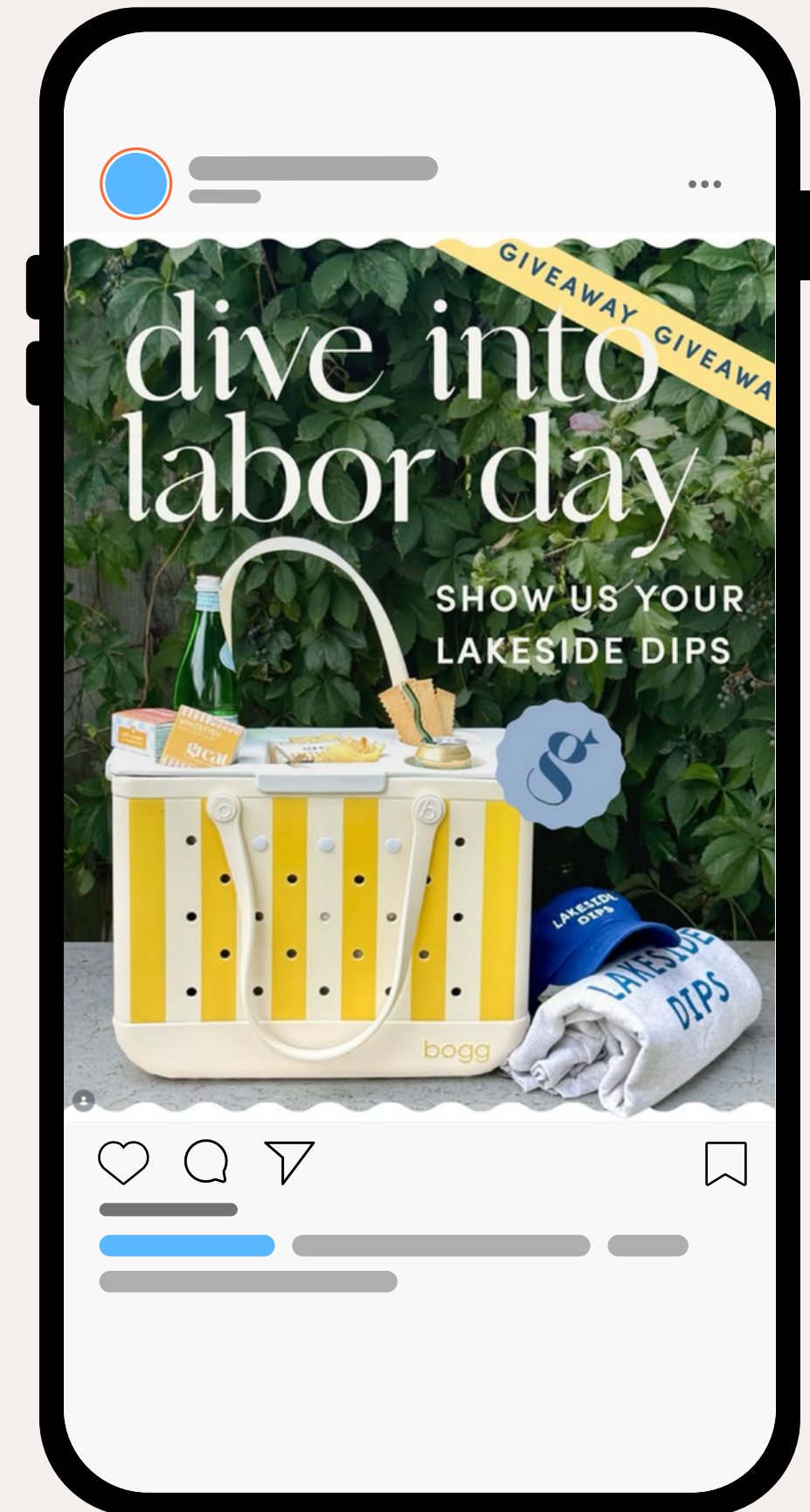
- 🌟 Follow @greatlakestinnedfish
- 🌟 Share this post to your story
- 🌟 Tag a bestie you want to dive into LDW with in the comments

🐟 Get a bonus entry when you share your best Lakeside Dip moments and mention us on your story!

Whether your dips are loaded extra high on a cracker or include a cannonball — heavy splash — off the dock, end your summer with a 10 out of 10 experience.

Giveaway closes at 11:59pm PST on Monday, Sept 7.
Winner will be announced via DM on Tuesday, Sept 8.

Multiple entries allowed. No purchase required.
Not sponsored, endorsed or associated with Instagram.



Smoked Whitefish Dip

Caption:

In honor of the #SummerofLakesideDips, we will be sharing some of our favorite recipes that are sure to capture the spirit of the season.

We're starting off strong with our Smoked Whitefish Dip. If you love a dirty martini, this is the dip for you.

Try it out and tag us in your Lakeside Dips posts. Be sure to use the hashtag! 💙

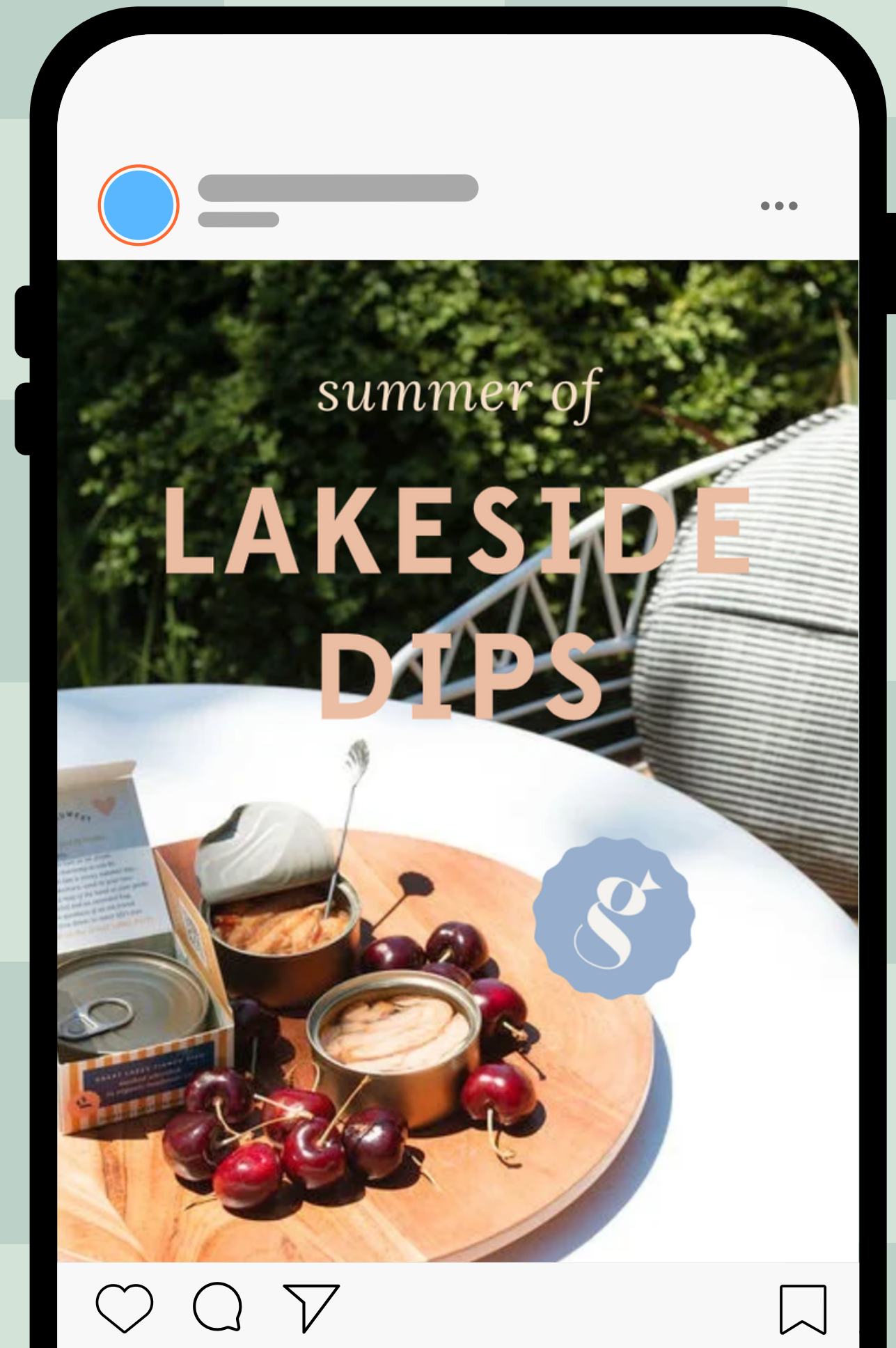


Cherry on Top

Caption:

Everyone knows a Lakeside Dip is the cherry
on top of the perfect summer 🍒

#SummerofLakesideDips



Summer Of Lakeside Dips Email

Headline: We're declaring this the Summer of Lakeside Dips 🐟☀️

Preview text: Our new merch is the cherry on top of an already perfect summer.

Body:
NEW MERCH ALERT!

This summer has been filled with lakeside memories and great eats. Whether your dips involve chips or cannonballs, we want to see yours! Tag @greatlakestinnedfish and use #SummerOfLakesideDips on your posts.

We captured that late-summer feeling so you can enjoy it year-round. Our favorite season isn't over yet, so we're going to keep savoring every bite, laugh, and bonfire.

Our new sweatshirts are perfect to wear on the boat, by the pool, or just lounging while you eat your favorite tinned fish. Be sure to keep an eye out for more Lakeside Dips goodies coming soon!

Inventory is limited, so go ahead and dive in before the sun sets on a great summer. 🐟🌊



Labor Day Weekend Email

Headline: Labor Day weekend plans? We've got snacks covered.

Preview text: Take 15% off sitewide + \$5 off Tin Trio

Body:

DIP INTO DISCOUNTS FOR LABOR DAY WEEKEND

The long weekend is calling, and we're answering with snacks, sunshine, and a little something off your order.

From now through Monday, September 7 at 11:59 PM PST, **take 15% off sitewide (no code required) and get \$5 off a tin trio** when you purchase any Lakeside Dips merch.

Whether you're heading to the cabin, beach, or city, we've got everything you need to make this weekend a good one.

Use code: **LAKESIDE**

This offer is good for one use per customer and ends next Monday night. So don't let it swim away! 🐟

CTA Button: DIVE INTO HOLIDAY



Labor Day Weekend

Caption:

Labor Day weekend plans? We've got snacks covered.

From now through Monday, September 7 at 11:59 PM PST, take 15% off sitewide + get \$5 off a tin trio when you purchase any Lakeside Dips merch.

Whether you're lakeside, poolside, or couchside, consider this your sign to stock up. 😊

Use code: LAKESIDE

One use per customer. Don't let this offer swim away! 🏊

