



# Edible Insects An Ancient Food Trending Today

Here's How You Can... **Create a Buzz 🐝 With Bugs**

Current interest in edible insects creates opportunities for your business to generate publicity and increase sales.

IT'S HAPPENING NOW – Google these titles to see the articles

New York Times: **Why Aren't We Eating More Insects?**

Wall Street Journal: **Eating Insects for Your Health (and the Planet's)**

Smithsonian: **Smithsonian Channel - Bug Bites**

**Below are some ideas that are inexpensive and fun.**

## **SEND A PRESS RELEASE**

At this point, just selling edible insects can make the news. Not guaranteed but if you move quickly, it is still a news worthy trend. Send the press release to your local newspapers, periodicals, TV and radio stations. Odds are good that you will get calls.

## **ADVERTISE A TASTING**

Invite customers to join you for an Entomophagy Tasting Event. You can offer a variety of insects along with snacks you create like "Ants on a Log" or "Chocolate Chirp Cookies". It's an experience your customers will never forget.

## **GIVE AWAY BUTTONS**

Bug buttons create word of mouth in the best way. Your cost is only fifty cents. 'Give one away with every purchase. The free gift will pleasantly surprise your customers and put your store in the conversation.

## **DONATE BUGS**

Donate edible insects to schools and groups. Many schools have segments on entomophagy (eating bugs) and groups from Scouts to 4-H love to work with edible insects. An easy way to sponsor a fun and educational project.

## **PARTNER WITH A RESTAURANT**

Chefs love the black ants. Chapulines are perfect for Mexican restaurants. Silkworm dolls add a nice umami flavor to many soups. Set up a special event and call the press.

## **SPONSOR A SCORPION NIGHT**

Did you know that scorpions glow? Bartenders can create a bit of theater by showing customers how the scorpion glows under a UV light before adding it to a Flaming Scorpion Cocktail or a shot of mezcal. No one ever forgets when and where they ate their first scorpion.

**'LOVE THEM OR 'HATE THEM... PEOPLE ALWAYS TALK AND POST ABOUT THEIR EXPERIENCE**