



Edible Insects An Ancient Food Trending Today

Here are 6 Ways 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)**

Bloomberg: **Toasty, Salty, and Extra Crunchy: Grasshoppers Hop to a Menu Near You**

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 newsworthy trend. Send a 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 EDIBLE INSECT EXPERIENCE