



**THE GREAT**  
**AMERICAN**  
**TAKEOUT**



**DINNER & A MOVIE PRESENTED BY PEPSI**  
**MAY 15th VIEWING**  
**SOCIAL MEDIA TOOLKIT**



## Program Overview

Supporting restaurants is as simple as ordering takeout once a week or donating to the National Restaurant Educational Foundation (NRAEF) Restaurant Relief Fund (RERF) to help restaurant workers out of work.

Link to donate here: <https://rerf.us/make-a-donation/>

In support of The Great American Takeout, join us for "Dinner & A Movie" presented by Pepsi on Friday, May 15 5PM PT/8PM ET. After ordering take out dinner, tune in for a screening of the award-winning documentary *A Fine Line* followed by a live panel discussion with celebrity chefs and restaurateurs. Pre-register & view here: <https://youtu.be/a5vKEc9tkLo>

The film, *A Fine Line*, ignites a timely conversation on female leadership in the kitchen and beyond, exploring why less than seven percent of head chefs and restaurant owners are women. The live post-screening discussion will highlight chefs' personal experiences and how they're finding creative ways to help restaurant employees and stay in business. Joanna James, director and producer of *A Fine Line*, will moderate the star-studded panel which includes the following culinary guests:

- **Cat Cora**, restaurateur and the first-ever female Iron Chef on Food Network's hit show: *Iron Chef America*
- **Tanya Holland**, executive chef/owner of Brown Sugar Kitchen
- **Maricel Presilla**, the Beard Foundation's Best Chef-Mid Atlantic region for Cucharamama
- **Val James**, owner and operator of Val's Restaurant

The following pages include guidance & downloads for the social media graphics & suggested post copy





## Instagram Story



## Instagram Post

Generic

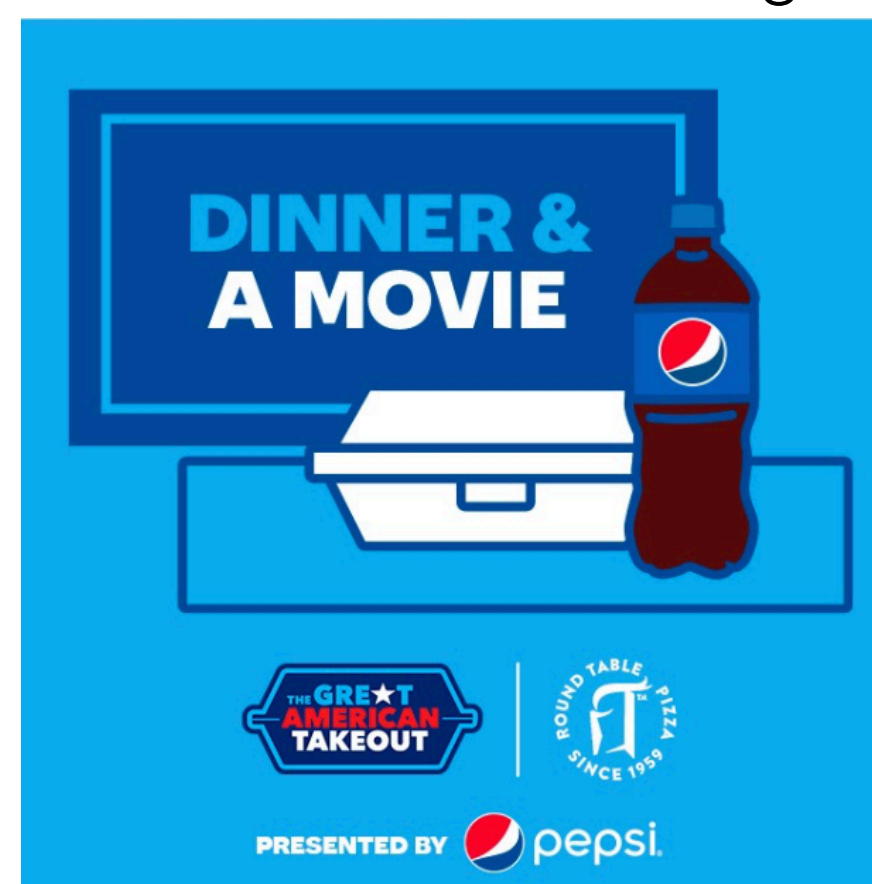


On 5/15 at 5PM PT, join @TheGreatAmericanTakeout & @PepsiCo for a virtual screening of @AFineLineMovie followed by a live panel discussion with celebrity chefs & restaurateurs.

To tune in and participate:

- Pre-register: Log in to YouTube, subscribe and click the notification icon in the link in bio (<https://youtu.be/a5vKEc9tkLo>)
- Order takeout or delivery on Friday, May 15
- Post a photo of your takeout with the hashtags #TheGreatAmericanTakeout #AFineLineMovie #RaiseTheRERF #StrongerTogether
- Visit the panelists' Instagram for individual giveaways: @afinelinemovie @catcora @mstanyaholland @maricelpresilla7 @valsrestaurant
- On event day, tune in to the film screening at 5PM PT/8PM and be a part of the conversation following immediately

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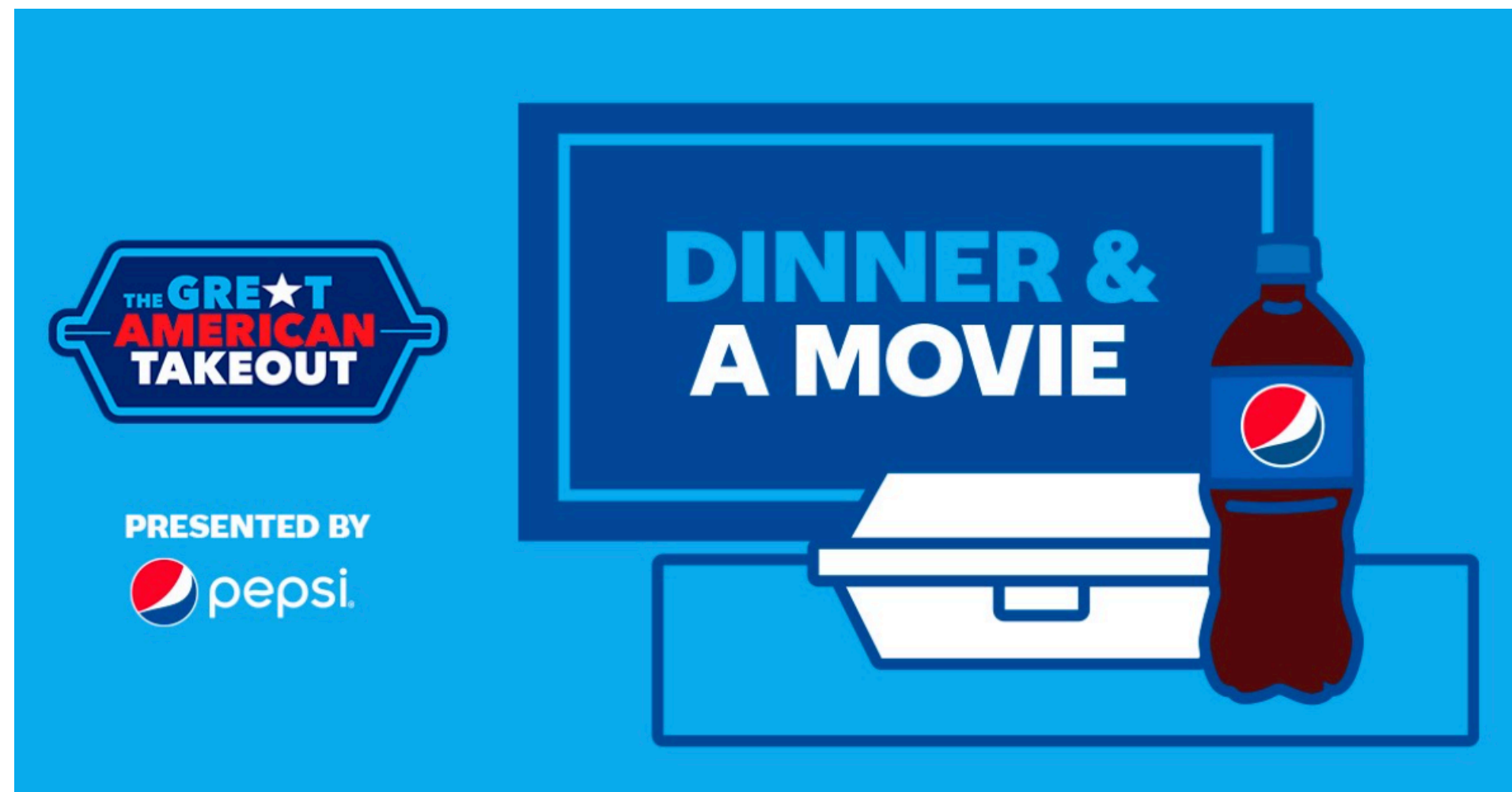


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## Twitter Post

Generic



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Customizable with Your Logo



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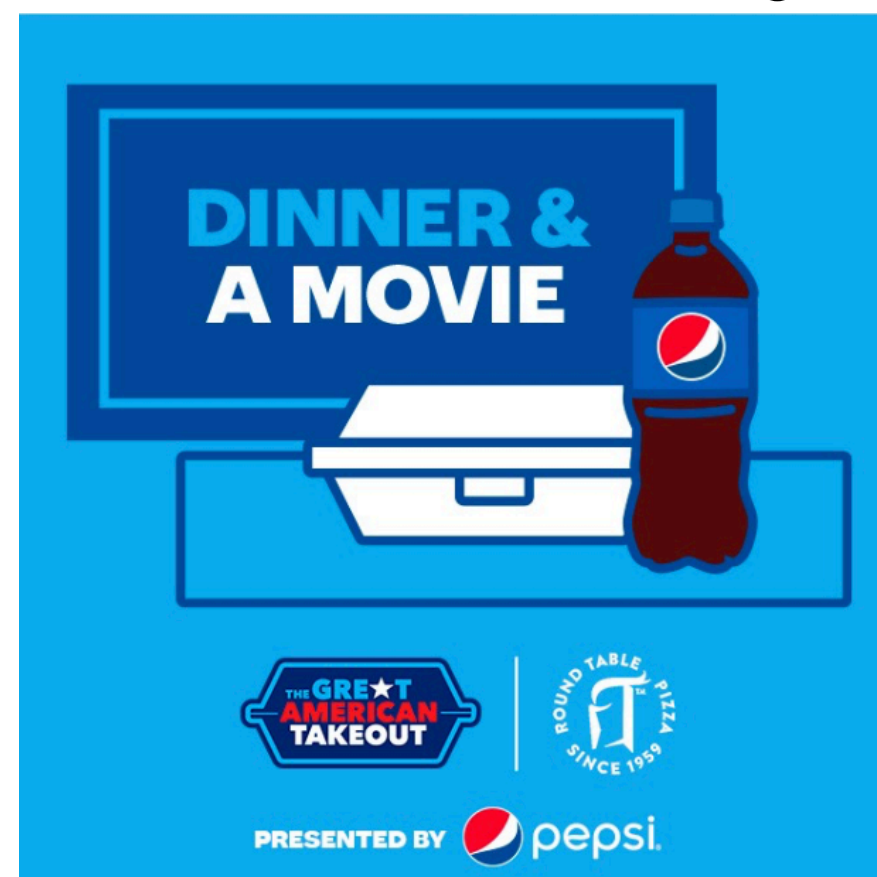
## Facebook Story

## Facebook Post

Generic



Customizable with Your Logo



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