**Below is a press release you can use for your store.**

Although you can use this press release as a template and just change the blue text to your store information, the best approach is use it as an outline and re-rewrite it in your own works. Odds are, when the media contacts you they will ask for a short interview and it’s best if your responses mesh nicely with your press release.

Send your version to local media – Newspaper, TV and Radio and post it on Social Networks

Two sections need attention – Quotes and the About section.

QUOTES - An important section is your quotes. Whether you use this document as a template or an outline, make sure you spend some time and come up with a few great quotes from one or two people.

ABOUT COMPANY – This section should be one to two short paragraphs explaining what your company does, where it’s located and how people can interact.

**Local Company – Company Store – Offers Bugs You Can Eat
Healthy, Sustainable & Environmentally Friendly. Are You Ready for Italian Lasagna Flavored Crickets?**

**Lewiston, Maine 05/02/19** –Company Store just introduced a selection of flavored crickets like you’ve never seen before. They’re called “Mini-Kickers”. They’re flavored crickets.

Here are the flavors:
Indian Curry | Italian Lasagna | Lemon Meringue | Cotton Candy | Mango Habanero
Orange Creamsicle | Mexican Mole | Sun Dried Tomato | Jalapeno Garlic | White Cheddar

Mini-Kickers flavored crickets are healthy, environmentally friendly and taste great.

**WE’RE HOSTING A FREE TASTING EVENT - SEPTEMBER 12th!**Company Store will serve samples of flavored crickets you can try for free.

**Why Edible Insects?**
During the past 50 years meat production has tripled and today it accounts for nearly one-third of all arable land and one-third of the fresh water we use. Over the next fifty years demand for meat (specifically beef) will double or more. Our planet cannot handle this growth. Edible insects is one answer.

**Edible Insects are Healthy**
Insects as a nutritional food source has been generally ignored by much of North America. Yet, many edible insects have more protein than beef or salmon and include all the essential amino acids. Edible insects are packed with very bio-available vitamins and minerals. Crickets have more iron than spinach and more calcium than milk. They include substantial quantities of B12 and Omega 3. They are a prebiotic which are nutrients for probiotics. Adding edible insects to our diet makes sense.

**Edible Insects are an Environmentally Friendly and Humane Solution**

Insects can be grown vertically in rural or urban environments using a fraction of the land, water and feed needed for meat. They emit minimal greenhouse gasses and do not pollute our land and waterways with their waste (insect frass is a fertilizer). Insects can be grown humanely just about anywhere in the world by households, small farmers and large commercial interests.

**People love their edible insect experience.** Whether they eat a bug or not does not change the fact that they love to talk and post about their edible insect experience.

“*About half of our customers want nothing to do with eating a bug while the other half is open to trying them. One thing’s for sure, it certainly starts conversation*” – Person One, Store Owner

Person Two, Store Manager added “*Kids flip over them. They go nuts. The tubes have about a hundred crickets in them, so they share them with their friends and family. Their expressions are priceless*.”

Please join us September 12th at Company Store for the Free Bug Tasting!

**ABOUT COMPANY**
Entosense LLC – Entomophagy for a Healthy Future

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