

Making everyday magic since 1946

Tupperware®

Brand

APRIL 2026 – SALES FORCE SUCCESS GUIDE

Spring into smart, sustainable solutions

Sustainability isn't just a feel-good trend. At Tupperware®, we believe it's a deliberate, daily choice. That's why we make products that help you reduce food waste and cut back on single-use plastics in your own kitchen—like our Ultimate Silicone Slim Bag, which keeps roughly 520 plastic bags out of landfills over its lifetime. That kind of impact is powerful ... and worth sharing.

With Earth Day falling this month, it's time to get loud and proud about the Tupperware® tools you use to save time, money, and the planet every day. Now's the moment to spark key conversations and invite others to make more intentional, eco-friendly decisions, too.

Recruit phrases: Inspire and invite

"Build a business that helps families waste less and live better."

"For women who care about what they use, how they live, and what they leave behind—we're ready for you."

"Curious about earning more while helping others waste less? Let's talk."

"If you love creating calm kitchens and efficient environments, you've come to the right place."

Hashtags to love and use all month long

#CleanSpaceClearMind
#CalmKitchen
#SimplifyLife
#FreshStartFeelsGood
#LessStressMoreYes
#TupperwareLife



Party ideas: Connect and party

Waste Less, Live More Kitchen Party

Benefit: Smarter storage, fewer disposables, and less food waste.

Host Hook: "Let's talk about it all ... saving money, keeping your food fresher longer, and not feeling overwhelmed in the kitchen."

Spring Reset Planning Party

Benefit: Fewer last-minute meals for more time back.

Host Hook: "Your guests will leave knowing how to lighten the load for busy weeks."

Clean Counter, Clear Mind Party

Benefit: Simplified food storage = less daily stress.

Host Hook: "This is a fun, light party ... no pressure—just the smart solutions everyone needs."

Calm Kitchen Coffee Chat

Benefit: Storage and sorting ideas that'll help you move from overwhelmed to organized.

Host Hook: "Quick, simple, and oh-so helpful ... these tools and tips are perfect for busy friends."

Social thought starters (plug and post)

Use these phrases with your personal photos, along with images from TuppNow of food storage and organizational products, demos, and more.

"Let's make everyday choices that make an impact."

"There's something powerful about wasting less and creating a better future in the process."

"Small changes in your kitchen can make a big difference in your day."

"Spring isn't about starting over. It's about starting your days with intention."