



MAY 2026 – SALES FORCE SUCCESS GUIDE

# Celebrating 80 Years of Tupperware® –and You!

For 80 years, Tupperware has designed tools that keep food fresh and make life easier. But our brand is so much more than a collection of kitchen products. We're the team that keeps your home running. The foundation of family traditions and the marker of memorable moments. We're the everyday magic that brings people together, everywhere.

This month, we're celebrating everyone who's been a part of this legacy across generations—from our consultants to our customers and beyond. So join us as we reminisce on the classics, embrace today's innovation, and continue building something meaningful for the future. The Tupperware® 80th Anniversary starts now!

## Recruit phrases: Inspire and invite

"Join us in celebrating 80 years of iconic kitchen solutions."

"Be part of a brand that has helped generations build businesses and create connections."

"Love the products? Imagine sharing them with others while earning extra income."

"Celebrate the Tupperware® legacy—and start building your own story with us."

## Hashtags to love and use all month long

- #Tupperware80
- #CelebrateTheLegacy
- #PartyWithPurpose
- #TupperwareLive
- #GenerationsOfFresh
- #IconicKitchen



## Party ideas: Connect and party

### Iconic Favorites Party

**Benefit:** Discover the classics everyone loves, plus the new favorites we can't get enough of.

**Host Hook:** "Let's celebrate the products that have stood the test of time and the new 'future icons' we can't live without."

### Generations in the Kitchen Party

**Benefit:** Share the memories, recipes, and tools that connect us—past and present.

**Host Hook:** "Bring a favorite family recipe to test out with our tried-and-true Tupperware® lineup."

### 80 Years of Fresh Party

**Benefit:** See how Tupperware® keeps evolving to meet modern kitchens.

**Host Hook:** "From full collections to one-off wonders, this party has products for everyone!"

### Iconic Kitchen Coffee Chat

**Benefit:** Swap stories and recommendations for your top Tupperware® tools.

**Host Hook:** "Quick, fun, and full of those 'Why didn't I know about this sooner?'"

## Social thought starters (plug and post)

Use these phrases with your personal photos and images from TuppNow of food storage, organizing, product demos, and more.

"80 years of memories in the kitchen."

"Some products are iconic for a reason."

"From generation to generation, good ideas never go out of style."

"Celebrate the past while bringing innovation to today's table."