Food & Beverage Industry

Ideas *for* SUCCESS!

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TRUNK-TO-ANYWHERE TOTAL SHOW PACKAGE

- Three retractors give you vast amounts of ad space
- Roll-up literature display holds catalogs and brochures
- Everything fits nicely into the included Case-to-Podium
- Case is wheeled for easy transport

EVENT TENTS

- Provide shade at outdoor events, fundraisers and promotions
- Imprinted canopies make a lasting impression
- Easy to set up and take down
- Frames come in several durability options across a broad range of price points
- Includes soft carry case with wheels for transport and storage

VINYL & FABRIC BANNERS

- Promote sales events and advertise daily specials with brightly colored banners
- Easy to hang, whether indoors or out
- Single-sided and double-sided options with full-color graphics
- Several finishing styles to choose from, including rope and grommets, pole pockets, heat welds and more
- Ideal for storefronts, cafeterias, banquet halls and lobbies

Suggested Product Uses

TABLE THROWS

- Full-color logo or artwork can be imprinted or dye sublimated on the throw
- Machine-washable and wrinkle-resistant
- Several sizes and styles available
- Great for cafeterias, conference rooms and in-store giveaways

COOLERS

- Keep beverages cool while promoting your brand
- Cooler covers come in a wide variety of sizes to fit the most popular cooler brands
- One-year product warranty
- Great for outdoor events, farmers markets and in-store giveaways

SAIL SIGNS

- High-impact sail signs draw the attention of passing traffic
- Single-sided and double-sided options with full-color graphics
- Carbon composite poles are strong and flexible for long-term outdoor use
- A variety of styles and shapes, from 6' to 17' tall
- Set up in a parking lot or flank the entryway of your building to let customers know you're open for business

SIGNAGE

- Indoor and outdoor options available
- Surface Grip and Surface Tac can be adhered to floors or walls
- Signicade displays are ideal for sidewalk and point-of-purchase marketing needs

Suggestion #1

Client: Food Manufacturers

Challenge: Increase awareness of a new brand of natural honey.

Suggested Solution: Use a ShowGoer Case-to-Podium as a sample booth while an Economy retractor emphasizes the health benefits of natural honey.

Suggestion #2

Who: A coffee shop

Challenge: Promote a daylight saving time special.

Suggested Solution: Use a Signicade Deluxe and a Teardrop sail sign to let the whole neighborhood know about the special.

What Are Food & Beverage Businesses?

Restaurants have a clear need for promotional signage, but have you considered how a grocery wholesaler or soda distributor might use it too? How about a farmers market? This industry is far broader than it might look at a glance.

- Beverage Distributors
- Catering Companies
- Coffee Shops
- Concessions
- Convenience Stores
- Cooking Schools
- Farmers Markets
- Fast Food Restaurants
- Fine Restaurants
- Food Brokers
- Food Distributors
- Food Manufacturers
- Food Marketing Firms
- Food Service Companies
- Food Trucks
- Grocery Stores
- Grocery Wholesalers
- Hotels
- Juice Bars
- Snack Distributors
- Wholesale Food Distributors

How Can Food & Beverage Businesses Use These Products?

- Invite the community to a grocery store grand opening
- Show off pictures of delicious food items
- Create brand recognition
- Set up in-store product sample tables
- Promote product lineup at trade shows
- Attract passersby with menu promotions
- Give away product samples at festivals
- Provide tips on healthy eating
- Promote new services and products
- Inform customers about organic produce