

2025 PLANNER PROFILES

# Beer-Liquor-Wine



## Grow Your Business WITH TOWN PLANNER

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

**Branding.** The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A strong brand is invaluable as the battle for customers intensifies day by day. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

**Visibility and Shelf Life.** Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also learned to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

**"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."**

*Laura Lake, Branding Basics*

**"A brand is a story... that is always being told."**

*Scott Bedbury, A Brand World*



**Town Planner®**  
YOUR COMMUNITY CALENDAR

A coupon with a red and white striped awning at the top. Below the awning, the text "winebazaar" is written in a stylized font. The coupon is divided into two sections. The top section is yellow and features "10% OFF" in large red letters, with "Wine & Spirits Purchase" and "DISCOUNT BASED ON SINGLE BOTTLE PRICE" in smaller text. The bottom section is white and features "16% OFF" in large red letters, with "Wine By The Case" in smaller text. Below this, there is a list of terms and conditions in small print. To the right of the text, there is an image of several wine bottles. At the bottom of the coupon, the phone number "914-712-0260" is printed in large black letters, followed by the address "2425 Palmer Ave., New Rochelle" and the text "(next to Stop & Shop) OPEN 7 DAYS".

*Town Planner Advertiser  
Since 2010*

*We put you on display, everyday!*

# Beer - Liquor Wine

2025 AD SAMPLES



TOWNPLANNER.COM

MAMAG

**10% OFF**  
ANY PURCHASE  
OF 2 OR MORE  
CIGARS

**Makari's Market & Liquor**  
& Smoke Shop



**OPEN 7 DAYS A WEEK!**

North Framingham Shopping Center  
1 Hamilton Street, Framingham  
508-877-6556 • [makaris.com](http://makaris.com)

Must present coupon. Not valid with any other offer or discount. Expires 12-31-25

NYTUD

**winebazaar**

**10% OFF** Wine & Spirits Purchase  
DISCOUNT BASED ON SINGLE BOTTLE PRICE

**16% OFF** Wine By The Case

With this coupon only. One coupon per customer. Discount is for solid or mixed cases of wine only. Bottles must be same size. Not valid on champagnes, sparkling wines, sale items or special orders. \* Coupon good for in-store purchase only. Not to be combined with other offers. Other restrictions may apply. Not valid with club card pricing. Exp. 12/31/25

**914-712-0260**

2425 Palmer Ave., New Rochelle  
(next to Stop & Shop) **OPEN 7 DAYS**

MNDYN

**20% OFF**  
**WINE** 3 BOTTLES  
OR MORE

VALID ONLY AT PLYMOUTH LIQUOR BARREL

\*NOT VALID ON SALE ITEMS\*

Cannot be combined with any other offers. Expires 12/31/25



OPEN Mon - Thur 8am - 8pm

Fri - Sat 8am - 10pm • Sun 11am - 6pm

11000 Highway 55 • 763-545-0771

**LIQUORBARREL.COM**

MNDYN

**\$5 OFF** \$25 Purchase  
CODE: TOWN PLANNER

OR

**\$15 OFF** \$60 Purchase  
CODE: TOWN PLANNER

**COPPERWING**  
DISTILLERY



6409 Cambridge St • 612-293-6157

St. Louis Park • [CopperwingDistillery.com](http://CopperwingDistillery.com)

One coupon per customer per visit. Not valid with other promotions. Expires 12/31/25

MNDYN

**\$15 OFF**  
PURCHASE OF  
\$65 OR MORE

**PRINCETON'S LIQUORS**

Purveyors of Fine Wines, Spirits & Beer since 1934



12790 Bass Lake Road

Maple Grove

(763) 559-3257

\*Not Valid On Sale Items\*  
Cannot be combined with another offers.  
Expires 12/31/25.

MNDYN

**BOGO Cocktails!**

One free beverage with purchase of beverage  
at equal or greater value. Limit one coupon per visit.



Hand-crafted Cocktails

7530 42ND AVE N., NEW HOPE  
[POCKETSQUARECOCKTAILS.COM](http://POCKETSQUARECOCKTAILS.COM)

One coupon per customer. Expires 12/31/25.

WIOCO

**Free Wine**

Purchase 5 Bottles, get the 6th one  
of lesser or equal value FREE!

~ OR ~

Purchase 10 Bottles, get  
BOTH the 11th & 12th bottles  
of lesser or equal value FREE!

With coupon. Not valid with other offers. Exp 12-31-25.

**MONA ROSE**  
WINERY

- 26 Award Winning Wines
- Cheese Plates, Pizzas & Beer
- Wine Tastings
- Private Barrel Room (up to 75 Guests)

Open Th-Fri 4-7 • Sat 12-6 • Sun 12-5

2696 S. Packerland Dr.  
South of Hwy 172 • 920-371-2995  
[monarosewinery.com](http://monarosewinery.com)

WIOCO

**15% OFF**  
**6-Pack of Beer**

Limit 4

~ OR ~

**Any Single**  
**Bottle of Wine**

750 ml Size • Max 12 Bottles



**VILLAGE**  
LIQUOR & WINE

2480 Babcock Rd

Ashwaubenon

920/497-0784

Must present coupon. Not valid with other offers. Expires 12-31-25

ILHUG

**10% OFF**  
Expires 12/31/25



Daily Specialty Drinks  
Whiskey Garden Patio

**YE OLDE CORNER TAP**  
*Established 1988*

779-704-2137  
3901 Main St  
yeoldecornertap.com

INTRA

**\$5 OFF**  
**\$25 or More**  
Not to be combined with any other offers. Expires 12/31/25



**Wildrose**  
BREWING CO. - GRIFFITH IN  
1104 East Main St.  
Griffith  
(219) 595-5054  
wildrosebrewing.com

NJOD2

**20% OFF**  
**ALL WINES**  
Excludes Sale Items  
With This Coupon

**Town House Liquors and Wine**

115 Watchung Ave.  
Upper Montclair  
**973-744-BEER**  
Fax 973-746-2337  
May not be combined with other offers. Exp. 12/31/25

NJOD2

**20% OFF**  
**ALL WINES**  
Excludes Sale Items  
750 ML only  
With This Coupon

**Florham Park Liquors**

184 Columbia Tpk.  
Florham Park  
next to Kings Super Market  
**973-377-6911**  
May not be combined with other offers. Exp. 12/31/25

NJOD2

**MILL LANE TAVERN**  
8 MILL LANE  
ROCKAWAY, NJ 07866  
WWW.MILLLANETAVERN.COM  
THE PERFECT PLACE TO MEET YOUR BUDDIES FOR A BITE & A BREW!!  
NEW MENU • WEEKEND SPECIALS  
NFL • MLB • NHL • LIVE MUSIC

**10% OFF**  
APPS! BURGERS! DOGS! & MORE!!

COUPON CAN ONLY BE USED IN-HOUSE & FOR FOOD ONLY! EXCLUDES WEEKEND SPECIALS, TO-GO ORDERS & CATERING!

FOLLOW US ON FACEBOOK & INSTAGRAM FOR ALL THE LATEST & GREATEST!!  
@MillLaneTavern

NJOD2

**20% OFF**  
**ALL WINES**  
Excludes Sale Items  
With This Coupon

**WINE AND WHISKEY COUNTRY**  
WINE • CRAFT BEER  
SPIRITS • BEVERAGES

16 Burnham Rd  
Morris Plains  
(973) 998-9223  
May not be combined with other offers. Expires 12/31/25

ILPOD

**10% OFF**  
**EVERY PURCHASE**

**Cardinal Wine & Spirits**  
Your Neighborhood  
Wine, Liquor & Beer Shop

cardinalwinesandspirits.com  
**847-662-1020**  
980 N. Rt. 21  
Gurnee  
Cannot be combined with any other offers. Expires 12/31/24

LAPUR

**COOLERS**  
est. 2014

**MONDAY NIGHT BINGO**  
**\$15 Pizza & Pitchers**  
FOOD & SPORTS BAR  
3622 1/2 Ryan St. Lake Charles 337-477-1957

ILHUG

**Tap House & Beer Garden**

**McHenry BREWING CO.**

LIVE MUSIC • FOOD  
FUN • BEER

3425 PEARL ST • MCHENRYBREWING.COM

NJOD2

**MILL LANE TAVERN**  
8 MILL LANE  
ROCKAWAY  
NEW JERSEY  
07866

MNDYN

**SIGN UP FOR SPRING BAGS LEAGUE!**

**POCKET SQUARE**  
COCKTAIL LOUNGE

7530 42nd Ave N.  
New Hope  
pocketsquarecocktails.com

ILHUG

**McHenry BREWING CO.**

Enjoy Beer Day with us!

MCHENRYBREWING.COM



LAPUR

**WELCOME BACK POKES!**

**Coolers**  
est. 2014

**FOOD & SPORTS BAR**

3622 ½ Ryan St. Lake Charles  
337-477-1957

SEVEN YEAR PLUS  
7 YEAR  
SPONSOR

MDWAS

**4% Case Discount on Wines and Spirits**

**DRIVE THRU**

**SCL** South Cumberland LIQUOR

622 W. Industrial Blvd.  
Cumberland 301-759-2626

THREE YEAR PLUS  
3 YEAR  
SPONSOR

ILPOD

**10% Off**  
EVERY PURCHASE

**Cardinal**  
Wine & Spirits

**Your Neighborhood Wine, Liquor & Beer Shop**

cardinalwinesandspirits.com

**847-662-1020**  
980 N. Rt. 21  
Gurnee

Cannot be combined with any other offers. Expires 12/31/25

SEVEN YEAR PLUS  
7 YEAR  
SPONSOR

MNDYN

**GOPHER LIQUOR**

**BIG CITY SELECTION, NORTHEAST CHARM!**

335 Monroe St., NE | 612-623-4444  
Mon - Sat 10am - 10pm • Sun 11am - 6pm

THREE YEAR PLUS  
3 YEAR  
SPONSOR

ILPOD

**FOREMOST LIQUORS**

Your neighborhood store for the widest selection of Liquor, Wines & Craft Beers.

**\$5<sup>00</sup> OFF Any \$50<sup>00</sup> Purchase of Wine and Liquor**  
(Not valid in combination with any other offers, specials or discounts. Expires 12/31/25)

**847-223-1199**  
145 U.S. 45 • Grayslake, IL

SEVEN YEAR PLUS  
7 YEAR  
SPONSOR

ILPOD

**NORTHSHORE WINE & Spirits**

Online order @ Uber eats & Doordash  
Website - northshorewineandspirit.com  
Address - 834 Sheridan Rd, Highwood IL-60040  
Phone - 8474339122

NJOD2

**Spirits UNLIMITED**

**WE DELIVER**  
ORDER ON OUR WEBSITE  
DOWNLOAD OUR APP

Available on the App Store  
GET IT ON Google Play

www.spiritsunlimited.com

THREE YEAR PLUS  
3 YEAR  
SPONSOR