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 Advertiser Since 2010

the power of brand

sales awareness success



We put you on display, everyday!

Beer - Liquor Wine

2025 AD SAMPLES



TOWNPLANNER.COM



914-712-0260

winebazaar

Wine & Spirits

Purchase DISCOUNT BASED ON

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

Wine By The Case With this coupon only. One coupon customer. Discount is for solid or n cases of wine only. Bottles must be size. Not valid on champagnes, sparklir 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. 12/31/202

NYTUD



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



\$15 OFF **PURCHASE OF \$65 OR MORE** PRINCETON'S Liquors Maple Grove (763) 559-3257 *Not Valid On Sale Items* Cannot be combined with another offers.

Expires 12/31/25.

BOGO Cocktails! One free beverage with purchase of beverage at equal or greater value. Limit one coupon per visit. COCKTAIL LOUNGE Hand-crafted Cocktails **7530 42ND AVE N., NEW HOPE**

POCKETSQUARECOCKTAILS.COM

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



15% OFF 6-Pack of Beer ~ OR ~ Any Single **Bottle of Wine** LIQUOR & WINE 2480 Babcock Rd Ashwaubenon 920/497-0784

Must present coupon. Not valid with other

offers. Expires 12-31-25



TOWNPLANNER.COM

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2025 AD SAMPLES



Daily Specialty Drinks Whiskey Garden Patio



779-704-2137 3901 Main St yeoldecornertap.com





May not be combined with

other offers. Exp. 12/31/25

LAPUR



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



Excludes Sale Items
With This Coupon

WINE WHISKEY

WINE • CRAFT BEER SPIRITS • BEVERAGES

16 Burnham Rd Morris Plains (973) 998-9223

May not be combined with other offers. Expires 12/31/25





Tap House & Beer Garden

| Company |

FUN • BEER

3425 PEARL ST • MCHENRYBREWING.COM

NJOD2



cketsquarecocktails com



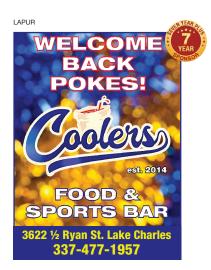


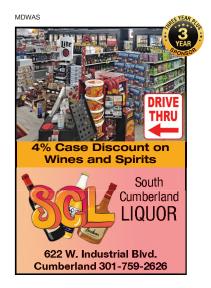


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2025 AD SAMPLES







GOPHER LIQUOR

BIG CITY SELECTION, NORTHEAST CHARM!

335 Monroe St., NE | 612-623-4444

Mon - Sat 10am - 10pm • Sun 11am - 6pm

FOREMOST LIQUORS

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

\$500 OFF Any \$5000 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

ILPOD



