

planner profiles

food - deli

in 2013 there are 72 food - deli sponsors

"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

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 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 come 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.



See The 2013 Ad Samples Book For Additional Ads

Sponsor since 2004

\$3 OFF
Any 2 Or More
Whole Subs
\$1 OFF
Any Whole Sub
With This Coupon
SUB PUB

35 Perry St., Chester
908-879-5334
3 Ft. Subs • 6 Ft. Subs
Party Trays
Cannot be combined with other offers. Exp. 12/31/13

Sponsor since 2007

FREE
CUP OF SOUP
with a purchase of
a medium sandwich at
the regular price


440.954.3354
36575 Euclid Avenue • Willoughby
www.schlotzskys.com
Not valid with other offers. Valid Jan - Feb 2013

Sponsor since 1995

FREE
Loaf of
Italian Bread
With Purchase of \$15 Or More

DeMarco's
Catering and
Gourmet Deli
1121 H Rt. 34
(Route 34 & Lloyd Road)
Matawan
(732) 566-2112
Limit one coupon per customer. Not to be combined with any other offer. Valid JAN 2013 with coupon only.

Sponsor since 2000

FREE!
SUB
SANDWICH
Buy ONE Sub and Get Second
Sub of Equal value FREE!
(Grinder • Torpedo • Super Sub)

216-382-5100
www.alescifoods.com
4333 Mayfield Rd.
South Euclid
Limit One coupon per customer per day. Not valid with any other offer. Expires 12/31/13

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
DeMarco's Bakery&Italian	NJSCH	1995
Hickory Tree Deli	NJOD2	1996
Shell Food Mart	ILHUA	1997
Alesci's	OHCAS	2000
D&R Bagels	OHCAS	2000
Mazzulo's	OHCAS	2000
Subway DI	SCFER	2003
Lehman's Deli	OHCOF	2004
Sub Pub	NJODO	2004
Albano's Deli	ILHUA	2006
Dave's Cosmic Subs	OHLUB	2006
Grantsville Market	MDNEL	2006
AQUIDNECK MEAT MARKET	RICEL	2007
Appetite	OHCAS	2007
Kugel's New York Style Deli	MADRU	2007
Schlitzsky's Deli	OHSIE	2007
Subway WA	SCFER	2007
Fred & Murry's Deli	NJSCH	2008
Brothers Meat & Seafood	MNDYN	2009
Clancey's Meats and Fish	MNDYN	2009
Corky and Lenny's	OHCAS	2009
Mazzulo's Aurora	OHCAS	2009
Playland Market	NYHOE	2009
SCHRODER'S DELI	RICEL	2009
Honey Baked Ham	INARM	2010
Beach Hut Deli	CACAR	2011
Cesar's Corner Deli	NJOD2	2011
Main Street Deli	NJOD2	2011
Penney's One Stop DBA Foxe's	MDNEL	2011
Pita Pit	CACAR	2011
Polski Smak Delicatessen	NJOD2	2011
Subway - Waunakee	WISTR	2011

Sponsor since 2009

Schroder's
Famous "Grinda"
\$4.99
With coupon. Regular price \$5.99

SCHRODERS
DELI AND CATERING

Quality Since 1945  Catering for all occasions

Large Selection of Deli Salads
Hot & Cold Sandwiches • Meats Cut to Order
Prepared Foods Daily
Made Fresh in Our Kitchen
204 Willett Ave • Riverside, RI
Mon-Fri 7am to 6pm • Sat 7am to 4pm • Sun 7am to 1pm
401-437-1610
www.schrodersdeli.com A
Limit 1 coupon per customer/per order. Expires 12/31/13

"Just want to let you know that I am renewing my ads in the Town Planner for 2010.

I have had great success with the coupons and ads in the 2009 calendar. The coupons have been pouring in and with it the assurance that my advertising dollars were well spent.

Looking forward to doing business with you in 2010 and beyond."

Terri DeCoste,
Schroder's Deli & Catering

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 1996

Delicatessen Catering

HICKORY TREE
DELICATESSEN 

Cold Subs • Salads
Sloppy Joe Sandwiches
Chatham Mall
648 Shunpike Rd.
(973) 822-1956
hickorytreedeli.com



Sponsor since 2007

KUGEL'S
New York Style Deli

Join us for
Breakfast
or Lunch!

New York Bagels • Smoked Fish
Chopped Liver • Corned Beef
Brisket • Hot Romanian Pastrami
Homemade Whitefish Salad & More!

Reserve Your Holiday Platters Now!

855 Worcester Rd., Framingham
(in Trolley Square) 508-620-1300
Mon-Sat 6:30am-3pm; Sun 7am-2pm



Sponsor since 2007

Aquidneck
Meat Market
Where Old Fashioned Service
Meets Today's Busy World!

 Choice Meats
Cut to Order

 Prepared Foods

Sandwiches

Salads & Sides

Open 7 Days

401-846-8880
800 Aquidneck Avenue
Middletown
www.aquidneckmeats.com



TOWN PLANNER®
Your Community Calendar™

... the best location for your ad