

planner profiles

liquor stores

in 2013 there are 32 liquor store 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 2001

\$20 OFF Growler Purchase
\$10 OFF Growler Refill

- Kegs
- All Major Brands

Deliveries Available
SHANNON BEVERAGES
Open 7 Days a Week
632-1115
439 North Ave.
www.ShannonBeverages.com
Check Website For Specials NRN
Coupon not to be combined with any other offer. Exp. 12/31/13



Sponsor since 2006

10% Off
Any 6 Bottles of Wine
PLUS A 6 BOT TOTE BAG FREE
Limit 1 coupon per customer.
"Visit our Rich & Rare Room"

1776 LIQUORS
Wines ~ Spirits ~ Beers
Personalized Gift Baskets
Featuring the
East Bay's
Largest Selection
& Lowest Prices
597 Metacom Ave
Bristol
401-253-2222
Please drink responsibly. Don't drink & drive.
Regular priced merchandise. Sale items excluded.
750ml size only. Valid Feb 1st through March 31st, 2013



Sponsor since 2007

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. 12/31/13



TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Ridgeview Liquor	WIFLE	1999
Shannon Beverages	NYHOE	2001
Dittrick's Wine & Liquors	NJWOR	2002
HARRY'S WINE & LIQUOR MARKET	CTSUS	2002
Liquor Outlet Wine Cellars	NJOD2	2004
Wine Bazaar	NYHOE	2005
1776 Liquors	RICEL	2006
Liquor Outlet Wine Cellars	NJODO	2006
Mechanicsburg Beverage	PAWEA	2006
Hildreth's Liquor	INCHE	2007
Town House Liquors	NJODO	2007
Vino 100	NYHOE	2007
SUPER DISCOUNT WINES & SPIRITS	CTSUS	2008
Colonial Spirits	MAWIN	2009
Edina Liquor	MNDYN	2009
Viva Le Vine	ILPOD	2010
Port Beer and Soda	NYBAL	2011
Somerville Supersaver	NJOD2	2011
World Liquors & Wines	OHCOF	2011
Bottle Cellars	MOROS	2012
Cheers Wine & Spirits	MNDYN	2012
Hawthorne Wine & Spirits, Inc.	NYHOE	2012
MGM Wine & Spirits	MNDYN	2012
PREMIER WINE & SPIRITS	CTSUS	2012
RED GRAPE	CTSUS	2012
St. Clair Estate Wines	ONCIA	2012
Cardinal Wine & Spirits	ILPOD	2013
Lakeside Wine + Spirits	MNDYN	2013
Romany Liquor Shop	NJODO	2013
The Beer Shop	MASTG	2013
U.S. Liquor and Wine	MNDYN	2013
Wine Knows	ILPOD	2013

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2002

**FINE WINES
IMPORTED BEER
LIQUORS
CASE DISCOUNT**

15% OFF
ANY 6 BOTTLES OF WINE OR
CHAMPAGNE MIX & MATCH
Sale Items Excluded • Expires 2/28/13

20% OFF
ANY 12 BOTTLES OF WINE OR
CHAMPAGNE MIX & MATCH
Sale Items Excluded • Expires 2/28/13

Local Delivery Available

**Dittricks
Wines
& Liquors**

*Inquire About Our
Monthly Wine Tasting*

**2 North Avenue
Garwood
908-789-0525**

Sponsor since 1999

15% OFF
**Any 6-Pack
Beer Purchase**
Limit 4
Must present coupon. Not valid with other offers.
Expires 12-31-13

**Ridgeview
LIQUOR**
*Craft Beer & Wine
Specialists*



*It doesn't reach
your lips 'til it
gets past ours!*

Ashwaubenon
Owned & Operated

Next To Family Video Off
Cormier & Ridge • 499-6166
www.RidgeviewLiquor.com

Sponsor since 2012

\$10 OFF
Wine/Spirits
Purchase
Over \$75.00

MGM
WINE & SPIRITS



*Selection,
Service, Value,
and Free
Tastings Every
Weekend!*

16475 96th Ave N • Maple Grove
763-494-4911
3900 Vinewood Ln N • Plymouth
763-557-1080

Coupon valid at both locations.
Before tax. Not valid on kegs, sale items
or with other discounts. Limit 1 coupon.
No doubling. Valid 3/1-3/31/13 E1075

MGM Maple Grove began advertising with Town Planner in the 2012 calendar year. Since the calendars were delivered in mid-December, 2011, over 350 coupons have been redeemed for an average of about 1.33 per day. Each coupon delivers a net average purchase of \$78, compared to our average transaction of \$25. That translates to about \$1,900 of additional sales per month. Our customer count is also up 5.2% over last year, which can be attributed to the new customers we have gained through Town Planner and other advertising.

Given the tremendous success we have experienced with Town Planner this year, it is with no hesitation that I have decided to renew for 2013.

Cole Pederson, Owner
MGM Wine & Spirits - Maple Grove

Sponsor since 2006

DRIVE THRU • DRIVE THRU • DRIVE THRU

**MECHANICSBURG
BEVERAGE**

DISTRIBUTOR

*Drive-thru Convenience ~
everyone may stay safely
buckled in your car!*

Monday-Saturday • 9am-9pm

**101 N. York Street
Mechanicsburg • 766.5671**

Stay Safe, Don't Drink & Drive

DRIVE THRU • DRIVE THRU • DRIVE THRU

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad