

A-LA-CARTE MATERIALS



PRICING FOR RETAIL STORES



IN STORE MARKETING MATERIALS

One of our key strategies to help sell more locally grown and made food is to first differentiate local products from others where consumers shop.

TASTE THE LOCAL DIFFERENCE® 'TOAST' BOTTLE HANG-TAGS

Any listing qualifies beverage producers to have their products tagged in TLD partner retail stores and to have their products featured in "Toast the Local Difference" events.

- **WINE BOTTLE HANG-TAGS**
\$1 per tag



[WINE 1]



[WINE 2]



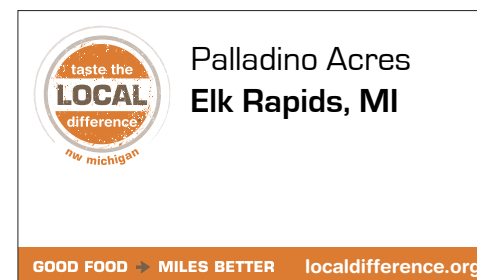
- **WINE BOTTLE HANG-TAGS**
\$1 per tag

- **LOCAL WINE SECTION SIGNAGE**
\$200 each, material: gatorplast, available hanging or standing



- **GENERIC LOCAL FOOD SHELF TALKER**
\$50 for box of 150

SELECT A DESIGN & WE'LL CUSTOMIZE YOUR SHELF TALKER



[1] 10 per page, business card sized



[2] 3 per page; includes photo and mileage marker, alternatively a farm description



[3] 3 per page; includes photo and blank space for pricing



[4] Full 8.5 x 11

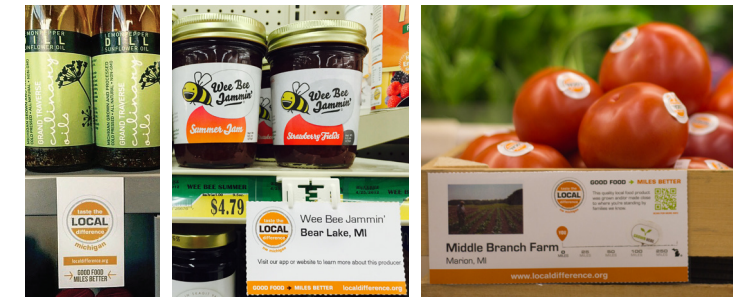


[5] 2 per page

- **CUSTOMIZABLE SHELF TALKER, SELECT DESIGN**
\$5 per page, any size; available in different regional brands and statewide
- **LAMINATED FARM BIOS FOR PRODUCE**
\$10 per page, typically 2-3 bios per page

SHELF TALKERS

TLD offers a collection of branded shelf talkers featuring our bright orange color-scheme, making products immediately identifiable on store shelves. We also have TLD branded signage for use on coolers, freezer, and for hanging above products. Only businesses listed as a TLD Partner can use or request this signage.





PRODUCE MARKETING

- **COOLER SIGNAGE TOPPER**
\$18 each / 2 ft. wide
- **PRODUCE COOLER DIVIDER**
Request quote, based on cooler size
- **CHANNEL STRIP**
\$15 each / 2 ft. wide

- **FOOD SAFE STICKER ROLL**
\$150 for 500 qty
- **SHELF STABLE PRODUCT STICKER ROLL**
(Not placed directly on food you eat)
\$90 for 500 qty
- **FOOD SAFE TWIST-TIE TAGS**
\$160 for 250 qty



[COOLER TOPPER 1]



[COOLER TOPPER 2]

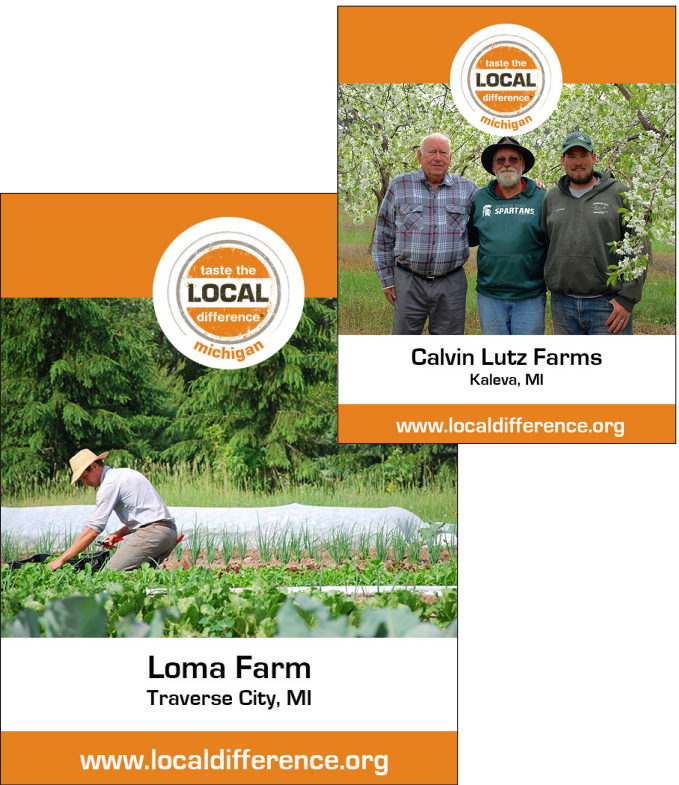
- **COOLER SIGNAGE TOPPER / 2 DESIGNS**
\$18 each / 2 ft. wide, available with regional or statewide branding



- **SHELF STABLE CHANNEL SIGNAGE**
\$15 each / 1 ft. wide by 3" tall



- **'GOOD FOOD MILES BETTER' COOLER CHANNEL STRIP**
\$15 each / 2 ft. wide



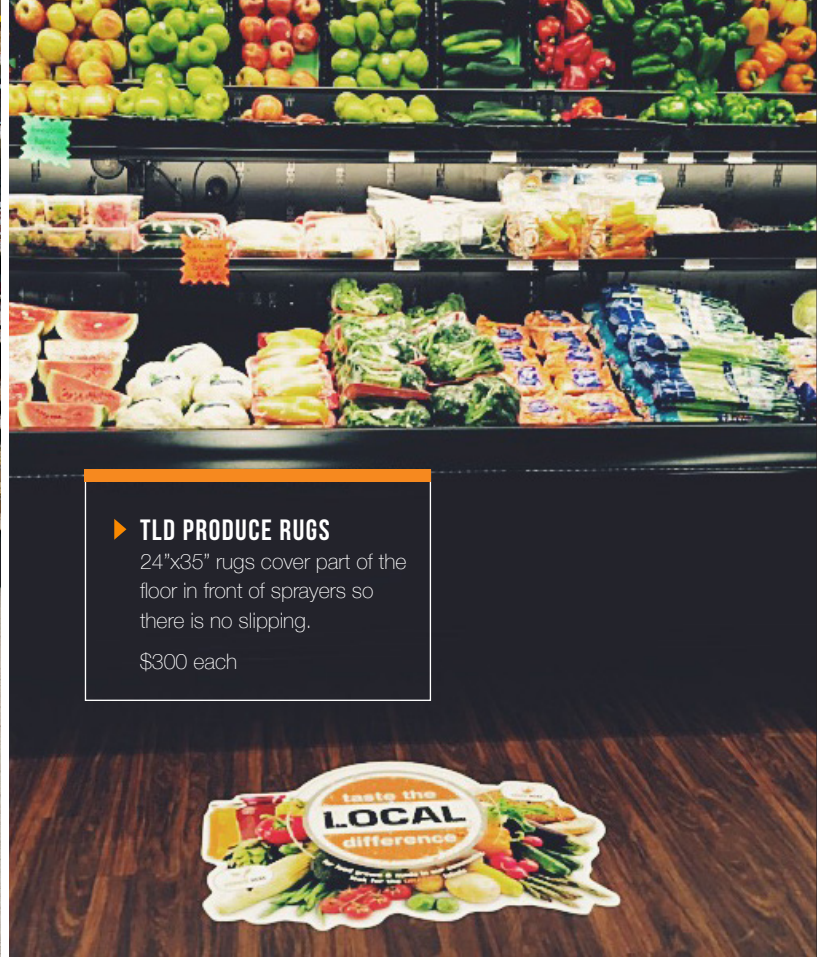
- **LOCAL FARMER POSTER**
11x17 laminated cardstock, \$10 each
22x28 foam core, \$40 each



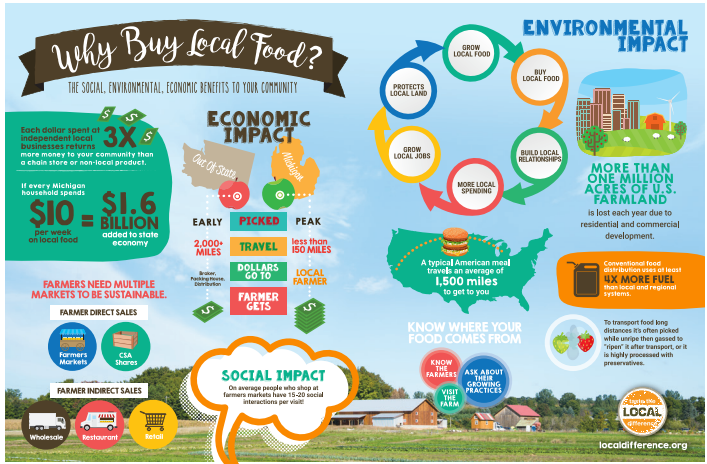
- **LAMINATED FARM BIOS FOR PRODUCE**
\$10 per page; available in different formats,
typically 2-3 bios per page



- **CUSTOM PRODUCE ARCH**
\$240 each
- **PRODUCE COOLER DIVIDER (SEE LEFT PAGE)**
Request quote, based on cooler size

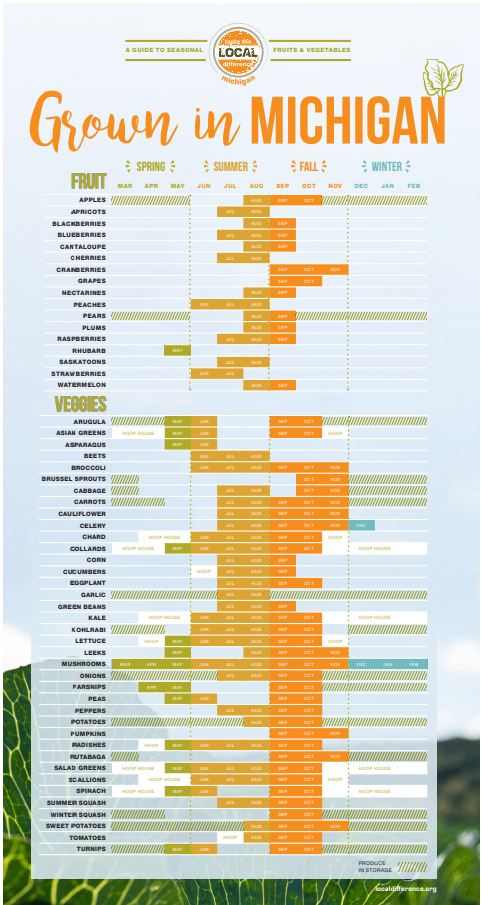


► **TLD PRODUCE RUGS**
24"x35" rugs cover part of the floor in front of sprayers so there is no slipping.
\$300 each



► **WHY BUY LOCAL INFOGRAPHIC POSTER**
17x11 paper, \$5 each
22x18 laminated paper, \$25 each
34x22 foam core, \$55 each

► **'GROWN IN MICHIGAN' SEASONALITY POSTER**
11x14 paper, \$5 each
18x22 laminated paper, \$25 each
34x22 foam core, \$55 each



FLOOR DECALS

► **LARGE FLOOR DECAL**
\$50 each



GET YOUR HANDS ON LOCAL FOODS

These bright orange hand decals are designed to be placed on the floor around the store to help consumers find local food on store shelves. They are 8" wide and 10" tall, and made of the same durable material as the larger decal above.

► **HAND FLOOR DECAL**
\$15 each



► **EXTERIOR RETAIL SIGNAGE**
\$600 each / 4 ft in diameter



► **LARGE TASTE THE LOCAL DIFFERENCE END CAP**
\$175 each / 4 ft. double sided



ORDER YOUR MATERIALS

CONTACT US AT 877-562-2539 OR EMAIL
INFO@LOCALDIFFERENCE.ORG TO ORDER
IN STORE MARKETING MATERIALS.





www.localdifference.org