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

WINE BOTTLE HANG-TAGS
$1 per tag

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

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

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.

CUSTOMIZABLE SHELF TALKER, SELECT DESIGN
$6 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

SELECT A DESIGN & WE’LL CUSTOMIZE YOUR SHELF TALKER

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**PRODUCE MARKETING**

- **COOLER SIGNAGE TOPPER**
  - $15 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, $80 for 500 qty
- **FOOD SAFE TWIST-TIE TAGS**
  - $80 for 250 qty

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

- **CUSTOM PRODUCE ARCH**
  - $240 each

- **PRODUCE COOLER DIVIDER**
  - See left page

- **CHANNEL 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

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

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

- **GOOD FOOD MILES BETTER COOLER TOPPER 1**
- **GOOD FOOD MILES BETTER COOLER TOPPER 2**
FLOOR DECALS

TLD retail partner stores can use these huge full-color “walk-over” decals specially designed for the harsh environment of retail stores. They apply cleanly, are durable and designed to withstand floor cleaning machines, and peel off with no adhesive residue. They are made to be placed on the floor midaisle or near entries.

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.

ORDER YOUR MATERIALS

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