

SPREAD

THE WORD WITH PRINT

Impressive
Print Marketing for
Restaurants, Bars
and Cafes

◆ All The Right Ingredients

If you run a restaurant, bar or café, print media has all the right ingredients to help your business grow. It offers a huge return on investment and provides you with a platform to establish your brand identity, making you instantly recognisable to your audience.

As one of the most cost-effective and accessible forms of marketing, it's ideal if you're on a tight budget. What's more, due to its physical nature, print is more engaging and more personal than digital media, which is an increasingly crowded medium.

◆ The Recipe for Success

Our loyalty cards, menus, table talkers and posters are available in a range of options to suit all budgets and requirements. So whether you're looking for a cost-effective marketing campaign, you want to be recognised as a premium establishment or simply serve your customers in style, here's how these products can work for you...

◆ Want to Know More?

For more details on any of our print products, don't hesitate to get in touch. Just give us a call or send us an email on:

tel: 01234 567 890
email: info@company.co.uk



Loyalty Cards

Loyalty cards can help to encourage your customers to return, while also being a handy marketing tool to spread the word and grow your business.

- A loyalty card will show your customers that you value their custom.
- They cement your business as friendly and dependable.
- Use them to encourage repeat business and build brand loyalty.
- Ask your customers to pass them on as recommendations to family and friends.
- Sized at a traditional 85mm x 55mm.
- Printed on 350gsm Uncoated or 100% Recycled 350gsm Uncoated, which can easily be stamped or written on.
- Quick to absorb ink so there's less chance of smudging.

We recommend: 350gsm Uncoated with an offer of a free cup of coffee or special discount after a certain number of visits.

Posters

With a compelling design and the right location, a Poster will catch the eyes of passers-by and tempt them in to your establishment.

- Use them to promote a new menu, grand opening or event.
- Perfect for communicating the who, what, where and when.
- Hang them around town, in an A-Board or in the window of your establishment.
- Ideal for swaying people while they're out and about, especially if they're ready for a drink or bite to eat.
- Available in a range of sizes, including A3, A2 and the huge 60 x 40 inches.
- Printed on 150gsm and 250gsm Silk (which are ideal for hanging in the window of your venue), 220mic and 400mic PVC Matt White (which are weatherproof for hanging outside) or 300mic backlit polypropylene (which is great for lightbox displays).

We recommend: A2 250gsm Silk, perfect for placement in your window.

Table Talkers

Table Talkers make light work of promoting your deals and offers to a captive audience.

- Use them as drink lists or to promote your latest offers and campaigns.
- Pop them on tables or on your bar to engage customers who are waiting to be served.
- Can help your campaign become an immediate talking point.
- Available in three sizes – DL, A6 and 1/3 A3.
- Printed single sided on durable 350gsm Silk.
- Supplied flat and ready to assemble.
- Add Matt, Gloss or Soft-Touch lamination to protect them from spillages and make them easy to clean.

We recommend: A4 Landscape in Perfect Bound for a stylish event programme that your audience will want to keep.

Menus

Stapled Booklets and Folded Leaflets are ideal for menus or event listings.

- Booklets make great restaurant or drinks menus, while Folded Leaflets work well for takeaway menus.
- If you hire out your venue for parties, use them to showcase the package.
- Available in a range of formats, including A5 and DL Portrait Booklets, or 1/3 A5 and DL Folded Leaflets.
- Printed on your choice of 150gsm Silk, 130gsm Gloss or 120gsm Uncoated stock for Booklets and thicker stocks for Folded Leaflets.
- Thick stocks can help to convey quality, which will help to give potential customers the impression that your food or drink is of the same calibre.
- Add lamination to protect your menu and give it a premium feel.

We recommend: For Restaurant Menus - A5 Stapled Booklets on 120gsm Uncoated with a 250gsm Silk Matt Laminated Cover. For drinks menus – DL Booklet on 350gsm Silk. For takeaway menus – DL Folded Leaflet on 150gsm Silk