



# Restaurant Industry

## SHAPE THE ATMOSPHERE

- Communicate with customers with dynamic, easily changeable **Wall and Floor Decals**
- **Apparel and Name Badges** emphasize brand, instill guest confidence, and promote a positive team mentality
- **Napkins, Coasters, Menus and Placemats** carry the brand throughout the restaurant

## ENCOURAGE CUSTOMER ENGAGEMENT

- **Flyers** and takeout **Menus** can be placed at nearby businesses and hotels to promote patronage
- Boost awareness through direct mail **Postcards**, or canvas nearby neighborhoods with **Door Hangers**
- Use **Gift Certificates, Gift Cards** and loyalty **Punch Cards** to encourage return visits, referrals and positive reviews

## SHOWCASE PRODUCTS AND SPECIALS

- Bridge the gap between print and digital – **Table Decals** with QR codes are great for frequently changing menus or specials
- Full color or erasable signage can be used as a **Menu Board** in a central location to replace individual menus at tables
- Use portable **Banner Stands** to advertise specials or guide guests for special events



## TABLE SIDE MARKETING

Promote specials and new menu items with paper or plastic **Table Tents** and **Pedestal Signs**. Engraved or screen printed **Drinkware** can be used for beverage service or given away as part of a special promotion.



## MOBILE MARKETING

Spread the word wherever the truck goes with **Vehicle Magnets**. **Sail Signs** and **A-Frame Sandwich Board** menus enhance visibility and brand recognition while enticing patrons in an engaging and memorable way.

### CURBSIDE ATTRACTION

- **Durable Banners** and **Pennant Banners** enhance the outside of the establishment – and are great for sponsorship opportunities at events and sports venues
- **Aluminum Composite Signs** stand up to the elements for long-term outdoor use
- **Sail Signs** can be positioned near a building or in a busy area to clearly direct, welcome visitors, and turn foot traffic into sales

### COMMUNICATE CLEARLY

- Display products, specials, and business hours in full color imagery on **Window Decals**
- Durable **Posters** with QR codes provide quick and easy online ordering or reservations
- Plastic **Yard Signs** are a cost-effective way to share your message on-site or around town

### ON-THE-GO ESSENTIALS

- Branded **Labels** identify take-out containers and bags or take-and-make items
- **Post-it® Notes** are ideal for instant coupons or drive-through numbering
- Insert full-color magnetic or fold-over **Business Cards** in to-go packages for mini take-home menus