

5 Ways to Win in Wine and Spirits

- 1 Signage that Invites Trial**
 Make customers aware of the newest vintages and varieties with vibrantly colored wall, window and floor decals.
- 2 Labels that Build Brands**
 Set your brand apart with labels that feature embossing, foil, varnish, metallic and other special embellishments.
- 3 Cards that Drive Loyalty**
 Invite repeat customers with gift cards and wine club membership cards that increase foot traffic and reward loyalty.
- 4 Promo that Spreads the Word**
 Extend your marketing reach with branded apparel and other promo items that customers will be eager to wear and share.
- 5 Supports the Sale**
 Win at the point of sale with folding carton packages that position your distilled spirits, specialty liquors and gift sets for maximum shelf appeal.

