

SPRING SCOOP™ PROMOTIONAL MATERIALS

Whether you want to promote new menu offerings or make it easy to boost your off-premise sales, we can help provide the marketing materials you need.

GET INSPIRED BY THE IDEAS BELOW,
THEN LET US CUSTOMIZE THEM FOR YOUR BRAND.



MENU IT

Drive guests to your new and seasonal menu items by putting them front and center on a menu insert, specialty menu or digital menu board.



MARKET IT

Ensure that diners know about all your new items and seasonal specials by marketing both inside and outside your four walls.



SPECIALTY MENUS



TABLE TENTS

SOCIAL MEDIA POSTS



DIGITAL MENU BOARDS



TO-GO BAG FLIERS



MENU INSERTS



FREE SOCIAL MEDIA IMAGES

Available for download here:



Contact your sales rep or submit a project request
to start a branded custom design.



BEST PRACTICES

Helping you promote your new Scoop™ products

Start selling your new Scoop™ products as quickly and effortlessly as possible with this step-by-step guide to help you think through your design before submitting the project request.

STEP 1

○ Decide which type of marketing project you want:

Table Tents
Check Presenters
To Go Bag Stuffers
Posters or Window Clings
Digital Menu Board
Menu Insert
Menu Insert
Stickers

AND MORE!

STEP 2

○ Solidify the information you want on it

Pictures

- Do you want to use a photo of the item? If yes,
- Do you want to use one of our stylized images or your own image?

Verbiage

- What do you want it to say?
- Do you want your logo on it?
- Do you want to include your website, contact information or a QR code?

Use Our Professional Photography **OR** Submit Your Own



STEP 3

○ Submit Project Request

- Start at "My Projects" and submit a project request
- Include all the above information in a Word document or the notes box of the request
- Don't forget to upload your logo (if using) and the photo file if you are using your own image

PRO TIP

"How can I get these quickly?!"

Be prepared with all materials when you submit the project request to avoid delays in the design phase.

You can also ask your Menu Manager for a print-ready file once approved to print locally.



TIMELINES

DESIGN First proof in 4 business days

PRINT 10 business days plus 2-day shipping
OR local print yourself

COSTS

DESIGN Custom design starting at just \$100

PRINT See most popular projects and quantities below

Your Menu Manager can give you a more accurate cost estimate.

TABLE TENT INSERTS

Printing: 100 = \$30

CHECK PRESENTERS / TO GO BAG STUFFERS

Printing: 1,000 = \$180

MENU INSERTS

Printing: Standard Cardstock (500 copies) = \$140
Synthetic 10 mil (150 copies) = \$390

