

Market your new

Ben Hogan

LIMITED EDITION WINES

Display to Maximize Profits



The 2, 3, and 5, bottle Collector Sets (and Swing Series set if ordered) have been marked **“Samples only - not for resale”** and indeed are for presentation purposes only. Display these in a high traffic area with the various Posters and Counter cards available by download on the www.benhoganwine.com website.



DOWNLOADS

The 8x10 **AVAILABLE NOW** counter card should be displayed in an Acrylic stand next to the Collector Sets as an added attraction to bring attention to the Sets.

The 5x7 **ORDER HERE** counter card should be displayed in an acrylic stand on the counter where all sales are rang up.

The **POSTER** should be printed at a local office supply store, matted on foam board, and laminated. It is then best used on an easel as you enter the Pro Shop.

The **ORDER FORM** should be printed in bulk, and kept behind the Pro Shop counter in an easily accessible place. Once a customer expresses their desire to purchase one of the Collector or Swing Series sets, simply hand them the order form for them to fill out. Once done, fax it to the winery.

The 8x10 **AWARDS & REVIEWS** sheet (located inside your Ben Hogan folder) should be displayed in an acrylic stand next to the Collector sets.

For further assistance please call the winery
at 805.434.0319