

Point of Purchase Materials

Excerpted from: From Kitchen to Market: Selling Your Gourmet Food Specialty. 2010. Stephen F. Hall, Kaplan Publishing, eBook Collection (EBSCOhost), EBSCOhost. SpecialtyFoodResource.com

As the name implies, point-of-purchase (P.O.P.) materials attract the consumer's attention and educate them on the benefits and uses of the product at the point of purchase. Many retailers find P.O.P. materials useful in creating attractive displays and interest in their stores.

P.O.P. materials may include:

- **Shelf talkers** are small signs that hang underneath the product on the retail shelf. They are used extensively by grocery retailers to draw attention to the product. Shelf talkers are excellent promotional tools for new products consumers are not purposely searching for.
- **Posters** are most useful for in-store promotions or trade show exhibits. They may be hung in store windows or on walls but are used less frequently than other P.O.P. materials because of their size and cost.
- **Neck hangers** (also called product information tags) are attached to the product and have the potential to convey a great deal of information to consumers. Neck hangers can include recipes, more detailed product descriptions and price or percentage-off coupons. These tags are especially useful since they require no additional effort on behalf of the retailer.
- **Recipe booklets** are especially useful for specialty foods which serve as ingredients. Novelty foods that are unfamiliar to consumers will require product use education. Recipe booklets can be attached to the product or stand on their own.

POP MATERIALS SPECIFICATIONS				
	Posters	Shelf Talkers	Neck Tags	Recipe Booklets
Size (approx.)	18"x36"	6"x10"	2 ¾"x2 ½"	3"x5"
Color	4-color	2-color	2- or 4-color	b/w or 2- color
Number to prepare	500	1,000	On run's worth	500
Distribution	Retailers	Distributors	With the product	Distributors
When to use	New products/new retailers	New products/new retailers	During intro stage/new products	During intro stage/new products
NOTES				
Size:	Posters as small as 9" x 14" with cardboard backing can stand alone or be placed on a wall. Shelf talker size may be limited by the number of shelf facings available for your product. You don't want your shelf talker to use space occupied by another product. Neck tags are small and can be unfolded to reveal several pages of product information. Recipe booklets can be index card sized and attached as a neck tag.			
Color:	Two-color products are recommended, where possible, to save money. You can produce some four-color media on your own color printer or one available at your local copy shop.			
Number to prepare:	Go slowly, prepare as few as economically feasible			
Distribution:	Posters, recipe booklets, and shelf talkers can be shipped either with the product or via your broker and/or distributor. Neck tags may be used all the time.			