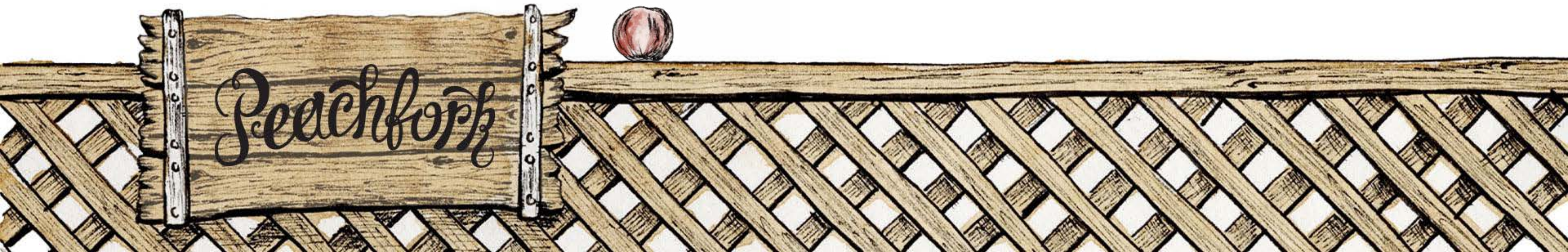


Peachfork



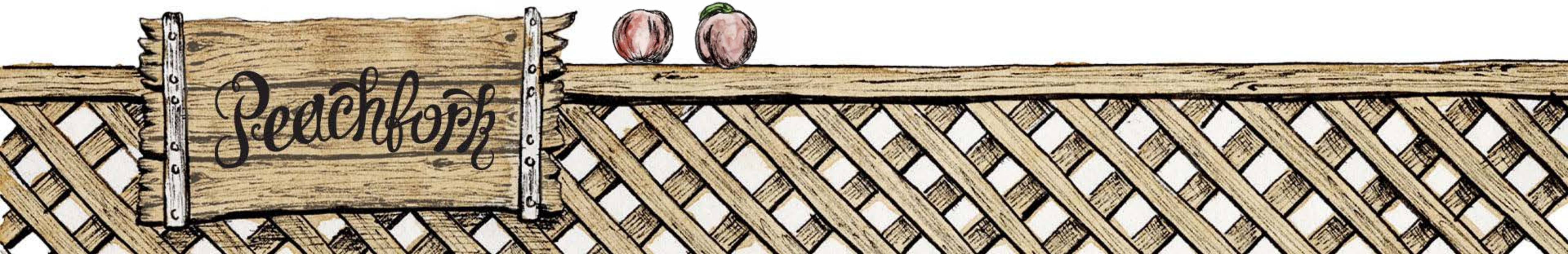
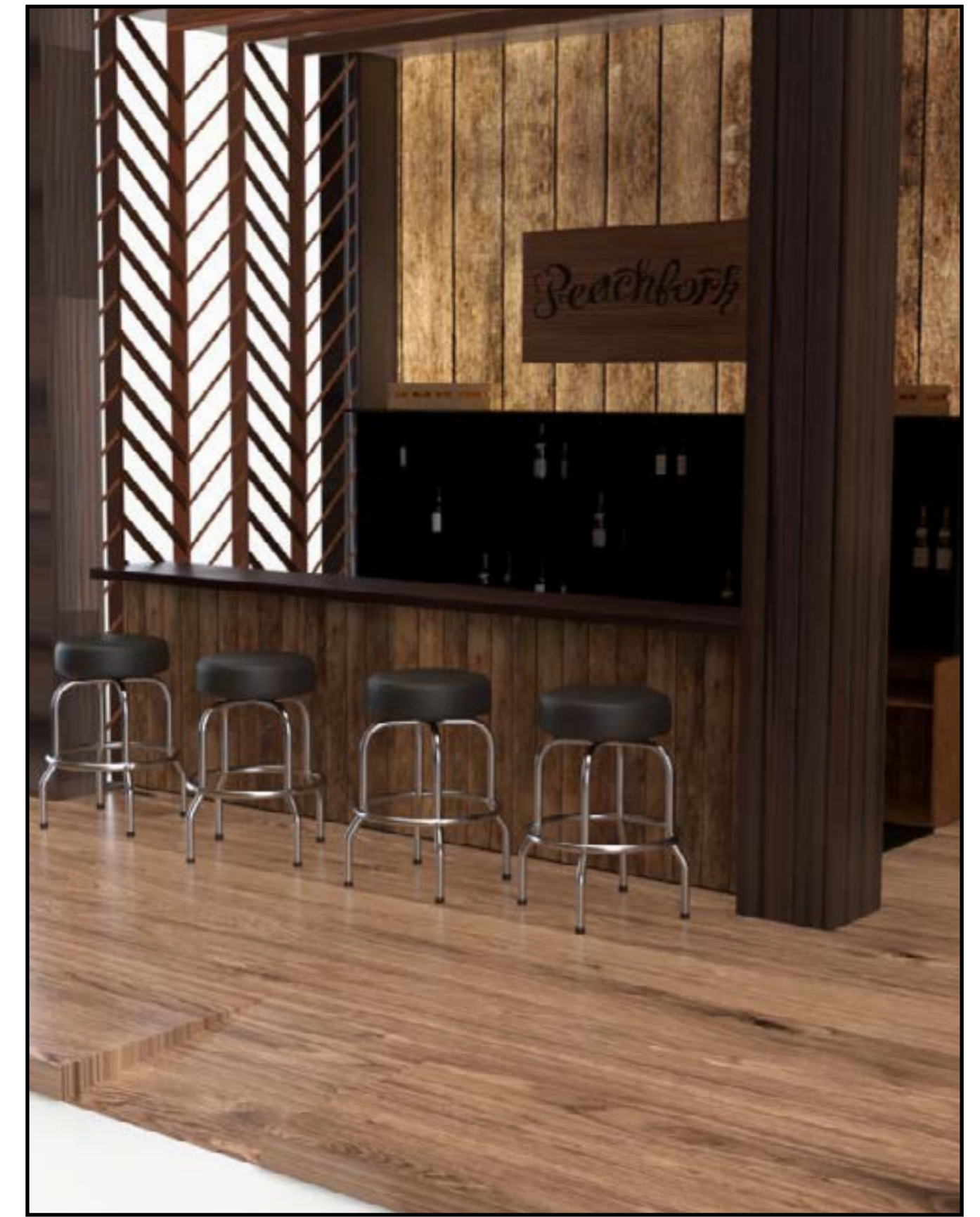
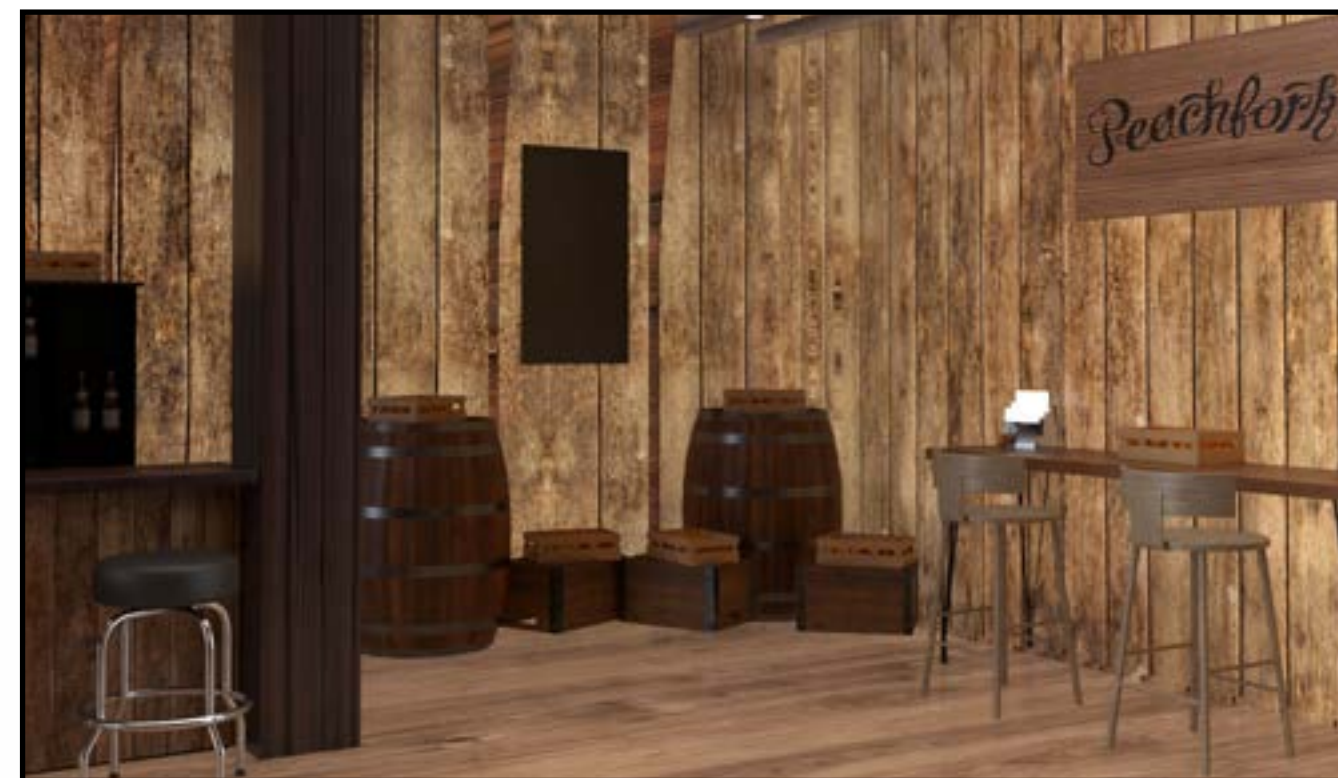
# The Booth

Our booth is at a corner intersection with plenty of space for people to move through the booth. Primarily built out of various oaks to give a relaxed farming aura. Inside the booth we have a bar where people can try the Peachfork wines. Next to the bar is an area with our produce on display and finally we have a table where people can sit down and enjoy the Peachfork products.



# The Booth

Here are some close up images of the booth. Top left shows the bar section. The bottom left shows the barrels and crates of fruit. The right shows the bar and a better angle of the left side wall.



# Sales Sheet

This double-sided sale sheet is 8 1/2 by 11 featuring all the products that are for sale at Peachfork. Both sides have a lattice illustration made of watercolor and microns to tie in the rest of the marketing kit. One side of the sale sheet features the handmade wine selection while the other features the fresh fruit selection picked from the orchard. Both sides feature a similar structure for the content of the page. A photo of the product to the left with the name, information and barcode nested to the right.



## Fruit Selection

|   |   |
|---|---|
| <p><b>Red Globe Peach</b><br/> <br/>           SRP \$1.50 / 1 lb<br/>           Case Count 50<br/>           Case 25 lb<br/>           15 x 8 x 4 in<br/> </p> <p><b>Jonathan Apples</b><br/> <br/>           SRP \$1.25 / 1 lb<br/>           Case Count 48<br/>           Case 10 lb<br/>           15 x 8 x 4 in<br/> </p> <p><b>Fuji Apples</b><br/> <br/>           SRP \$1.25 / 1 lb<br/>           Case Count 48<br/>           Case 10 lb<br/>           15 x 8 x 4 in<br/> </p> <p><b>Barlett Pears</b><br/> <br/>           SRP \$1.52 / 1 lb<br/>           Case Count 80<br/>           Case 44 lb<br/>           15 x 8 x 4 in<br/> </p> | <p><b>Cresthaven Peach</b><br/> <br/>           SRP \$1.50 / 1 lb<br/>           Case Count 50<br/>           Case 25 lb<br/>           15 x 8 x 4 in<br/> </p> <p><b>Roza Peach</b><br/> <br/>           SRP \$1.50 / 1 lb<br/>           Case Count 50<br/>           Case 25 lb<br/>           15 x 8 x 4 in<br/> </p> <p><b>Pink Lady Apples</b><br/> <br/>           SRP \$1.25 / 1 lb<br/>           Case Count 48<br/>           Case 10 lb<br/>           15 x 8 x 4 in<br/> </p> <p><b>Black Manuka</b><br/> <br/>           SRP \$1.50 / 1 lb<br/>           Case Count 48<br/>           Case 18 lb<br/>           15 x 8 x 4 in<br/> </p> <p><b>Pluots Plum &amp; Apricot</b><br/> <br/>           SRP \$1.50 / 1 lb<br/>           Case Count 48<br/>           Case 18 lb<br/>           15 x 8 x 4 in<br/> </p> |
|---|---|

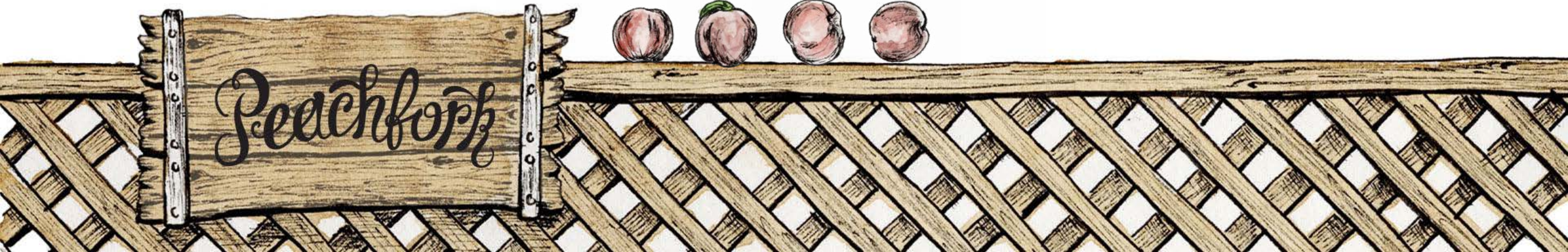


## Wine Selection

|   |  |
|---|--|
| <p><b>Noiret Wine 2019</b><br/> <br/>           25 fl oz / 750 ml<br/>           Yield # 8 servings<br/>           SRP \$18<br/>           Case Count 12<br/>           Case 30 lb<br/>           18 x 13 x 15 in<br/> </p> <p><b>Sweet Red Wine</b><br/> <br/>           25 fl oz / 750 ml<br/>           Yield # 8 servings<br/>           SRP \$18<br/>           Case Count 12<br/>           Case 30 lb<br/>           18 x 13 x 15 in<br/> </p> <p><b>Traminette Wine 2020</b><br/> <br/>           25 fl oz / 750 ml<br/>           Yield # 8 servings<br/>           SRP \$18<br/>           Case Count 12<br/>           Case 30 lb<br/>           18 x 13 x 15 in<br/> </p> | <p><b>Chambouran Wine 2019</b><br/> <br/>           25 fl oz / 750 ml<br/>           Yield # 8 servings<br/>           SRP \$18<br/>           Case Count 12<br/>           Case 30 lb<br/>           18 x 13 x 15 in<br/> </p> <p><b>Peach / Traminette Wine</b><br/> <br/>           25 fl oz / 750 ml<br/>           Yield # 8 servings<br/>           SRP \$18<br/>           Case Count 12<br/>           Case 30 lb<br/>           18 x 13 x 15 in<br/> </p> <p><b>Riesling Wine 2019</b><br/> <br/>           25 fl oz / 750 ml<br/>           Yield # 8 servings<br/>           SRP \$18<br/>           Case Count 12<br/>           Case 30 lb<br/>           18 x 13 x 15 in<br/> </p> |
|---|--|

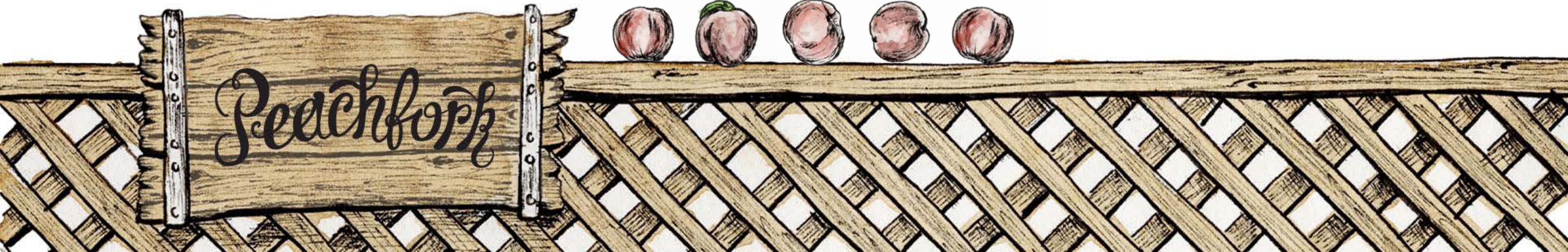
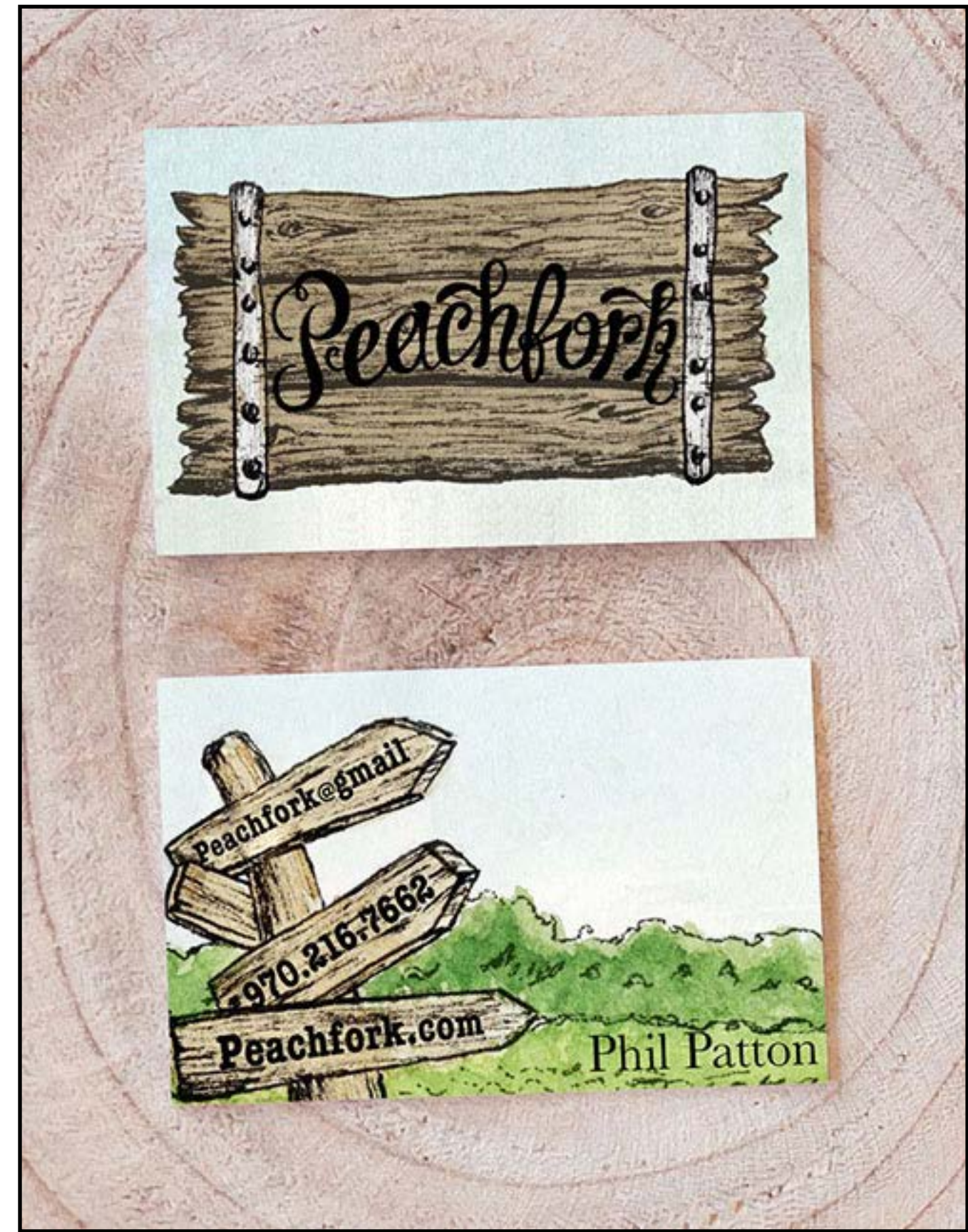
# Take Away

Our takeaway is a pamphlet with watercolor illustrations. Unfold the pamphlet to find 2 large illustration on the front and back. When folded each section of the illustration relates to the information found on the page. The information found on the pamphlet is the About us, conservation, our fruit, and our wine.



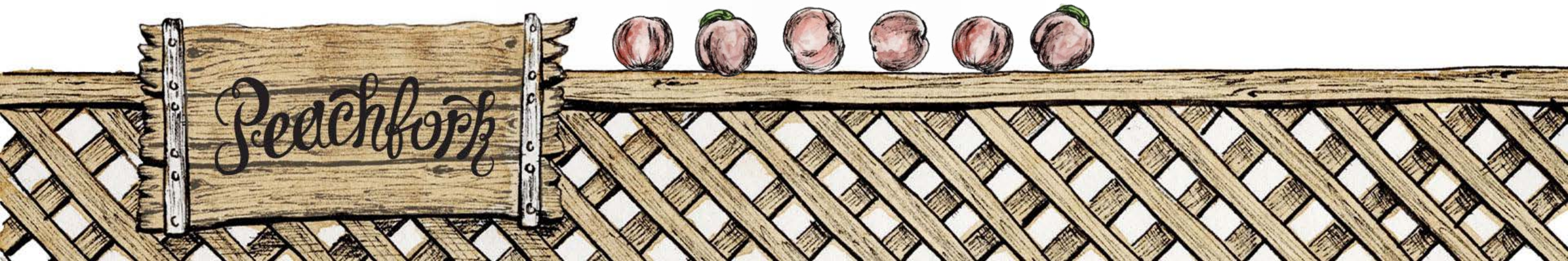
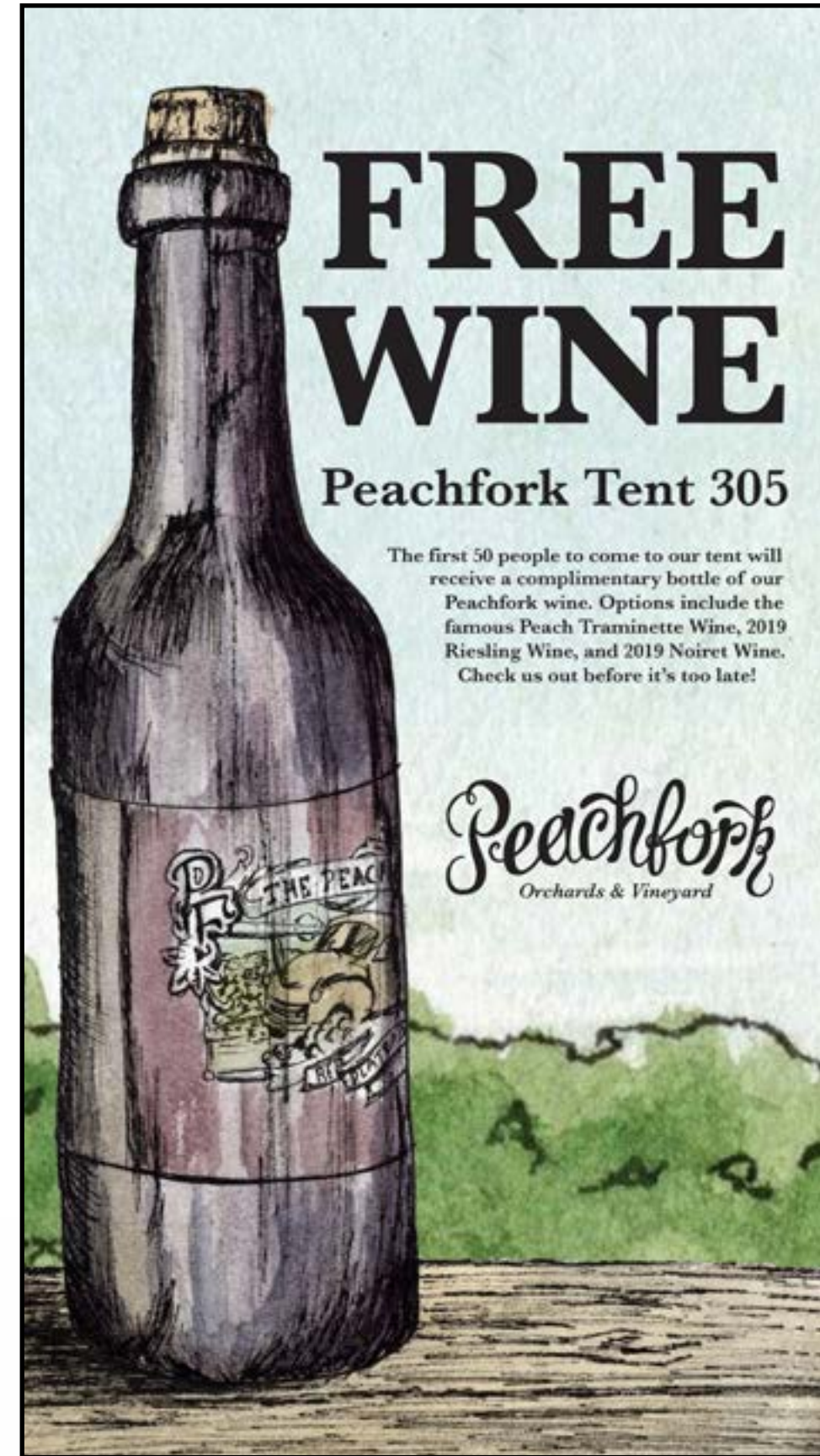
# Business Cards

The business cards are 3 1/2 by 2" double sided with illustration made from watercolor and microns. The front features a similar style sign that can be found on the sales sheets. On the sign is the new logo of Peachfork. The back of the business card has all of the contact information of Peachfork on a crossroad sign with a simple background showing abstract orchard trees from afar.



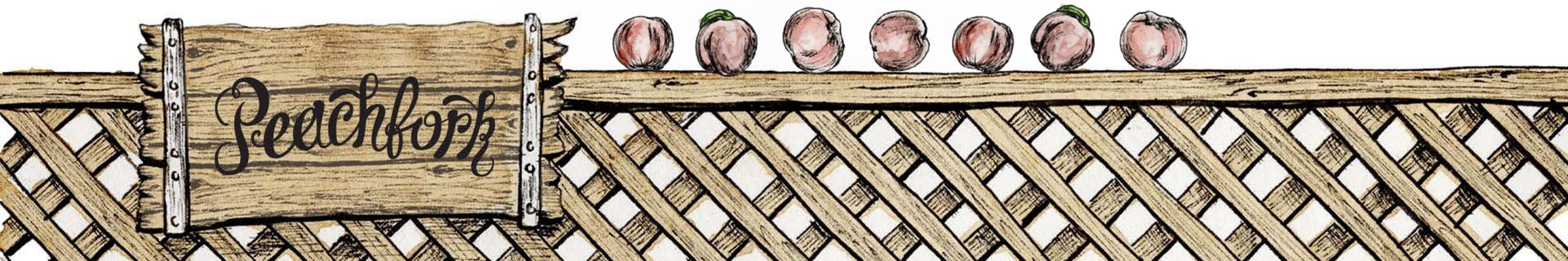
# E blast

The eblast features a watercolor illustration of a bottle of Peachfork wine. Next to the wine we have the text wrapping around the side. We are offering free wine to the next 50 people who come to the tent. Underneath the information is the new peachfork logo to drive home brand recognition.



# Freebie

The freebie is a model truck. It is a smaller version of the family truck found on the orchard that has been passed down generation to generation. It come in various colors and the Peachfork logo is painted on the doors. This is a perfect freebie to spark a childhood memory and to get people to interact with the item or give to their kids.





**Come Find Us  
In The Field!**

