

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Display Executive:

The April/May issue of **CREATIVE** will carry a major story, "**Beverage Marketing Update**" in full color and we will be showing the current trends in Beverage merchandising and display.

The Beverage Industry continues to be the top market for every type of P.O.P. display and merchandiser as they promote brand awareness in the retail store. The Beverage Industry is tying in to current marketing trends which enhance the quality of life and many promotions are now oriented to the health conscious consumer.

We will be showing a comprehensive overview of the soft drink market which continues to introduce new varieties of soft drinks and flavored water and promotes soft drinks and bottled water with sampling displays, sweepstake displays, special end aisle displays, etc. Beer Companies which have had a problem in presenting their ad messages to the consumer are focusing on low carb products and continue to put the emphasis on instore activities to move their products at the retail level. Liquor and wine companies are also emphasizing new flavors in liquor and low carb wines and they use instore displays to influence the final purchasing decisions.

We are sending you a form so that you can participate in this story. Please fill out the form as accurately as possible and send it to us with photos of your newest and best beverage displays plus a complete description of the display's objectives and achievements. Please send us full color images.

Please send all images and case histories to us by April 21. Thanks for your cooperation in making this an exciting and informative article for our readers. If you have any questions or wish to discuss, please call me at 516-378-0800 or e-mail me at [larry@creativemag.com](mailto:larry@creativemag.com).

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.