

Shelf Talker Program

The Colorado Wine Industry Development Board is pleased to announce the development and release of a new resource for wineries and retailers to promote their products and boost sales. The new resource available on the Colorado Wine website (www.coloradowine.com) allows wineries to create their own custom shelf talkers that will be available to be printed off and displayed by wineries and retailers. The shelf talkers are approximately 3in x 5in and will contain a graphic from the winery and any customized text that the winery wishes to add.

You are encouraged to contact either Kurt or Kevin at Ehrenwerks (PH: 303.664.4767, or mail to: 520 Stacey Court, Suite A, Lafayette, CO 80026) to alter, update or modify the graphics contained in your shelf talker templates. Ehrenwerks may contact you directly if they need "clean" graphics.

When writing the customized text for your shelf talker, please be as objective as possible. For most retailers, awards, attributed quotations from the press, and winemaking facts or procedures are preferable to subjective description of the wine.

The directions for creating shelf talkers are printed below or you can access the PDF file on the Industry Resources page.

Here are some basic instructions on how to use the Shelf Talker Program.

1. Go to www.coloradowine.com
2. Click on "Industry Resources" at the top of the page
3. You should see information about the Shelf Talker Program listed first on the Industry Resources Page. Click on the "Click Here!" to access the Shelf Talker Page
4. To create a Shelf Talker, click on the "Click Here" at the bottom of the page. On the next page, you will be prompted for a user name and password. You will need to contact Doug Caskey (dcaskey@coloradowine.com, or 720-304-3406) to obtain your user name and password.
5. Enter your user ID and password and then click "login"
6. On the next page, you can design your shelf talker.
 - a. Choose a horizontal or vertical layout.
 - b. Place your cursor in the first text box and type the wine name (please include the vintage, varietal, and the vineyard and/or winery name)
 - c. Next move your cursor to the next text box and enter a description of the wine. You can choose to add some formatting to your description by using HTML. There is a key on the right side of the page that describes how to use basic HTML tags to make text bold, underlined, or italicized.
 - d. After you have added and formatted your text, please select the font in which you would like your text displayed. (the name of the font is in the font, i.e., the font titled "impact" will be shown as Impact, which is the actual font.)
 - e. Once you have made all of the selections on the page, click on Add Text to Template. This will take you to a page that displays what you have created. From here, you can choose to save your shelf talker (which makes it available for the public to view and print) or you can go back and revise your shelf talker.

- f. If you wish to revise your shelf talker, click on the "back" button on your browser, which will take you back to the page where you can edit the text, change the format, or revise any part of the shelf talker.
7. If you saved your Shelf Taker, you can now go back to the Industry Resources page and continue on to the Shelf Taker Page.
8. Select your winery and click "next"
9. A list of the Shelf Talkers you have created and saved will be shown. Select which shelf talker you would like to print and click "view shelf talker"
10. After you preview the selected Shelf Talker, you may choose to print it by clicking "Click Here for a Printable Version"
11. Once the printable version is displayed on your screen, click "Print this Shelf Talker" which will send the shelf talker to your printer.

If you run into any problems, please call or e-mail Doug Caskey and he will try to assist you. Remember, all of the shelf talkers you save can be viewed and printed by anyone, including retailers. If you make a mistake, or would like a shelf talker to be edited or removed from the site, contact Doug Caskey. You will not be able to edit your shelf talkers once they are saved, so please proofread and verify all of the information before making it available to the public.

We hope that this program will be very beneficial for the wineries and retailers, so we encourage you to participate and create shelf talkers to be used in your tasting room and any retailers that sell your product.

If you have any questions or concerns, please feel free to contact:

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