**Licensed Store Marketing Kit Types**

The following lists typical marketing kit contents. Additional promotion-specific items may be included in the marketing kits as needed to support a particular tactic (i.e., Pumpkin Spice Latte Kindness Cards).

Not all items listed are produced every promotion.

**KIT D = Base Kit**

• Coffee Floor Stand signs

• Etagere signs

• Feature Cube signs

• Floor Basket signs

• Retail merchandise signs

• Brewer Topper sign

• Counter Cards

• Espresso Bar Magnet sign

• Food case topper

• Impulse Fixture signs

**KIT C – Base kit plus lobby posters & banners**

**KIT B – Base kit plus banners**

**KIT A – Base kit plus lobby posters**