Shelf Talker 101

**Purpose:**
A shelf talker is a tool that helps customers notice your product on the shelf. You want to sell your products, and retailers want to move your products, that's how they make money. It's in everyone's best interest for your products to get off the shelf and into baskets. There are generally two types of shelf talkers, attention-grabbing, and educational. Many small specialty retailers will appreciate that you have a shelf talker, and will gladly use them.

**Size:**
The size should be small, between 2” x 3.5” to 3” x 5”

**Digital & Hard Copy:**
Send your finished shelf talkers to the grocery stores and markets who carry your products. Give the store a few hard copies, as well as a digital file so they can print new ones as needed.

**Attention-Grabbing Shelf Talker**

- Handcrafted
- Wood Fired
- Mineral Rich
- Delicious
- Vermont Maple Syrup

**Benefits:**
- Helps your product stand out in a crowded category. (Beverages, hot sauce, salsa, condiments, snacks, etc.)
- Used to grab attention and help a shopper notice your brand

**Features of This Example:**
- Qualifier words that make consumers want to buy the product - relay how delicious it is
- High quality image of the product
- Brand Logo
- Recognizable seals that consumers know

**Educational Shelf Talker**

“The key to purely delicious Buck Mountain Maple Syrup is in the stewarding, location and management of the Sugarbush.

The high heat generated by the wood fired arch caramelizes the sap creating an exceptional flavor.

Syrup is truly a gift from the trees and a precious commodity.”

- Matt and Gwyneth Owners, Buck Mountain Maple

**Benefits:**
- Highlights what makes your product unique.
- If your product is obscure or has nuance (coffee, wine, a lesser known condiment) it can help your customers understand why they should by your product.

**Features of This Example:**
- Brand Logo
- Quote about what this product offers/ and why it is unique, special, etc.
- High quality image related to the quote

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