



**WE'RE LOCAL**  
**And WE SUPPORT LOCAL**

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**Dear Restaurant Owner or Manager;**

We would appreciate you taking just few moments of your valuable time to read and to consider becoming a *TableTalk Family Member* and helping to promote your nearby business community, while at the same time benefitting from the support your local businesses provide your restaurant.

## **OUR BEGINNINGS**

*TableTalk Publications* began in 2003 as MealMat Promotions after a request by an Eastern Annapolis Valley Restaurant to provide a quality and reliable service which would be affordable for those who advertise. Former Annapolis Valley broadcaster, town crier and entrepreneur, Lloyd Smith, and his Artist wife, Jeannie, took on the challenge and to date have provided promotional mats and menus to a large number of restaurants between Windsor and Middleton promoting well over 500 "local" advertisers, some of whom are still advertising with us since our beginnings.

## **OUR MISSION STATEMENT - SUPPORT LOCAL, PROMOTE LOCAL**

**Our prime objectives are to...**

- Offer our services to restaurants with a reputation for quality and service
- Maximize the time of exposure at your restaurant before a meal is served
- Provide optimum exposure to all of our advertisers
- Offer advertising to businesses within close proximity to your restaurant
- Maintain the lowest possible rates to all advertisers, especially smaller businesses
- Be as creative as possible when designing messages
- Make mats as attractive and fresh as possible each printing
- Ensure each restaurant staff (through management) is briefed on mat protocols  
(Where to place cutlery within close proximity of mats, to refer new advertisers to *TableTalk Publications* etc. for the benefit of your restaurant)
- To ensure your restaurant is provided exclusive and attractive centre space on the mats in your restaurant (Value of approximately \$400 per printing)
- Maintain regular "in person" contact with all advertisers
- Listen and to be open minded when discussing our services with you, your staff and advertisers
- Ensure exclusivity to all advertisers to avoid conflict in service or product advertising
- And there are many more standards we have developed through dialogue, listening, discussion and experience, to ensure your restaurant and advertisers receive optimum value from our service.

**Just a few thoughts:**

- 1) While your restaurant is popular, your food and service are great, there are always customers who you are yet to welcome. *The mats really do help and attract new "hungry" customers.*
- 2) While you may feel place mats may not be appropriate for your restaurant, those who advertise on our mats and customers really do appreciate knowing you also support local.


**And Mats are FREE to all of our restaurants.**

We would welcome your restaurant to join the TableTalk Publication Family. Please call us for additional information or to arrange a meeting.

**Our number is: (902) 679-9346**

**Our Email address is: [tabletalk@xplornet.ca](mailto:tabletalk@xplornet.ca)**

Thank you for reviewing our information letter. We hope to hear from you soon.

Sincerely,  and 