

# OPTIONAL MARKETING SUPPORT

## WE PROUDLY SERVE STARBUCKS® COFFEE MENU BOARD PROGRAM



The menu board program is an optional program that allows Foodservice operators to select from a variety of pre-designed branded menu board templates and can be purchased from Visual Graphic Systems® (VGS). Order online at <http://vgsonline.com/Starbucks>.

### Aerolinea® Poster Menu Board



**Design Options:** Vertical and Horizontal  
**Overall Per Panel Dimensions:** Vertical 26" w x 35 3/8" h;  
 Horizontal 32" w x 29 3/8" h

**Included with Initial Order:** Frame, Lens, Poster,  
 Hardware **Beverage Imagery Options Available:** Yes,  
 for vertical layouts only. **Yes, operators may select from  
 images on order form.** Starbucks representatives-Order  
 22 x 28 posters through Design Gallery and display  
 under lens **Price Range:** \$245 per panel  
**Reprints/Edits:** \$60 per poster for menu and pricing edits

### Magalens® Poster Menu Board with Price Tiles



**Design Options:** Vertical and Horizontal  
**Overall Per Panel Dimensions:** Vertical 28 W" w x 35 W" h;  
 Horizontal 33 3/4" w x 32" h

**Included with Initial Order:** Frame, Lens, Poster,  
 Magnetic Price Tiles, Hardware  
**Beverage Imagery Options Available:** Yes, for  
 vertical layouts only. **Yes, operators may select from  
 images on order form.** Starbucks representatives-  
 Order 22 x 28 posters through Design Gallery and  
 display under lens **Price Range:** \$490-\$525 per panel  
**Reprints/Edits:** \$60 per poster for menu edits; **\$75** for  
 additional set of magnetic price tiles

### 32" LCD Digital Monitor Menu Board



**Design Options:** Vertical and Horizontal  
**Overall Per Panel Dimensions:** 35 1/4" h x 23 1/8" w;  
 Horizontal 23 1/8" h x 35 1/4" w

**Included with Initial Order:** 32" LCD Monitor, Decorative  
 Surround, Digital Player, Hardware  
**Beverage Imagery Options Available:** Yes, operators  
 may select from digital images on order form  
**Price Range:** **\$2,085** per LCD Monitor  
**Reprints/Edits:** **\$55** per panel for menu edits; \$55 per file  
 for additional digital beverage imagery

## MENU BOARD INFORMATION

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### Menu Board Approvals:

We recommend Visual Graphic System (VGS) based in New Jersey as our approved menu board vendor. If you prefer to go through another vendor, all designs must be sent to [mbFSMarketing@us.nestle.com](mailto:mbFSMarketing@us.nestle.com) for approval. This approval is built into the VGS process.

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### Order Process:

- 1) Review the pre-work document. Work with your NCP Solutions Lab representative to fill out the menu board template to ensure you have all the information on hand before starting the order process.
  - 2) Log onto the [VGS Online Portal](#) using your Starbucks account number and place your menu board order. For additional instructions, contact your Starbucks Representative.
    - If the website is not an option or you wish to place your order through other means, manual order forms are available. Contact your Starbucks Representative.
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### Timeline:

The timing may vary due to questions or corrections. Once the layout is approved, operators should allow 2-3 weeks to receive.

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### Billing:

- Operators pay VGS directly for their menu boards.
- Bulk pricing is available. Contact VGS to discuss pricing and options.
- While it's our preference that operators pay VGS directly, it is possible for operators to pay VGS with your T&E card. Prior to doing so, please work with your manager to get approval.