



UPIC:Pioneer
ASI 78200
SAGE 56460



ADVERTISER: Slider's Sports Bar & Grill

OBJECTIVE: To increase awareness and encourage sales of the new "heart healthy" menu.

PRODUCT: 18" Heart Microfoil® Balloons.

DISTRIBUTION: Balloons were used to decorate the tables throughout the restaurant.

RESULTS: The restaurant was very pleased with the rollout of their new menu. Their customers started asking about their healthy menu choices. The balloons brought attention to the restaurant's new menu and encouraged sales and provided a festive atmosphere.



For additional product information, see the current *Pioneer Line* catalog
or visit www.pioneerline.com