

Super-Sized Direct Mail Postcards

WHY postcard marketing?

The Internet is "COOL," but postcards are "TRIED-AND-TRUE" –

Even in this Internet-smitten age, postcard marketing is a powerful medium for the small business owner. Unlike with email marketing or community publications, you can easily reach and inform the majority of your potential customers in your neighborhood.

Postcards are economical – *the "superheroes" of small business*

Postcards are more affordable than most other forms of marketing. For just a small investment, well designed postcards can provide a **BIG BIG** return.

Need a **QUICK** increase in revenue? – *postcards are fast and easy*

Their simple format – with no envelope or other accompanying pieces – makes postcards one of the easiest forms of direct mail to design, print, and get out the door fast.



There is a reason
they keep doing it

Each week and each month they keep on doing it! Have you ever wondered why your mailbox is filled with postcards, flyers and letters from businesses big

and small? Have you questioned why you continually get direct mail pieces from some of the largest retail businesses in the country week after week?

The simple answer is – **BECAUSE IT WORKS*** – and small and large businesses, just like yours, are increasing their success with **direct mail marketing**.

*** 52% of American households say they purchase products and services received from direct mail.**

FATBOY'S DELI & SPIRITS
3050 University Ave. • (619) 683-3902

Build Your Own

Step 1 - Choose Your Meat

- Roast Beef*
- Chicken Breast
- Cornd Beef*
- Pastrami*
- Turkey Breast
- Coppoole Ham
- Jerk Turkey

Step 2 - Choose Your Cheese

- Cheddar
- Swiss
- American
- Provolone
- Monterey Jack
- Chiptole Gouda

Step 3 - Choose Your Bread

- Sourdough
- French Roll
- Squaw
- Rye
- Wheat
- Onion Roll
- Wheat Roll

Step 4 - Vegetables

- Lettuce
- Cucumber
- Tomatoes
- Alfalfa Sprouts
- Pickles
- Black Olives
- Onions
- Banana Peppers
- Jalapenos
- Bell Peppers
- Pepperoncini

Hot Sandwiches

- Hot Italian** 7.49
Genoa salami, coppoole, mortadella, and provolone cheese.
- Hot Momma** 8.49
Roast beef, jalapeno jack cheese, avocado, pepperoni and fresh red hot sauce.
- Rubens on Rye (1/2 lb. of meat)** 7.49
Choice of pastrami or corned beef, Swiss cheese, sauerkraut & thousand island dressing.
- Cornd Beef** 7.49
Thin, sliced breast and Swiss cheese.
- The "Q"** 7.99
Pastrami, Swiss and avocado.
- The Jerk** 8.49
Jerk turkey, chipotle, guava cheese, avocado and chipotle mayo.

Fatboy's Special 8.99
Roast beef, turkey, ham, bacon, Swiss cheese and avocado.

Fatboy's Deli Hours
Monday - Saturday 10am - 9:45pm
Sunday 10am - 5:45pm
619-683-3902 (we welcome phone orders)
(Prices subject to change without notice) 8/15

Signature Sandwiches

- Fat Bastard** 11.99
1/2 lb. of your choice meat, Swiss, sliced ham, roast beef, corned turkey, or all 4 slices of cheese, 6 slices of layers and avocado.
- Rocky** 7.49
Roast beef, pastrami, Swiss and cheddar cheese.
- Sky Park** 7.99
Chicken breast, Swiss and jack cheese.
- Hot Pops** 8.49
Ovenroasted turkey breast, pepper jack, Swiss cheese, tomato hot cheddar, jalapeno.
- Deluxe Italian** 7.49
Dry salami, coppoole and provolone cheese.
- The Bomb** 8.49
Roast beef, turkey, bacon and Swiss cheese.
- ABC** 7.99
Avocado, bacon and jack cheese.
- North Park Club** 8.49
Turkey, bacon, avocado, and Swiss cheese.
- Classic American** 8.99
Sliced sliced ham, American cheese, Swiss, Swiss cheese, avocado, ranch spread.
- Super BLT** 8.49
Bacon, Swiss cheese, avocado, lettuce and tomato.
- The Big - Gentic** 7.99
Ham, hot salami, and provolone cheese.
- Blackened Gouda** 8.49
Blackened turkey, chipotle guava cheese and Swiss cheese with chipotle mayo.
- Chesey Heaven** 8.99
Roast beef, Swiss cheese, tomato, 6 slices Swiss cheese and 6 slices cheddar cheese.

Vegetarian

- Delight** 6.49
Cheddar & jack cheese, avocado & sprouts.
- Super** 6.49
Chicken breast, avocado & sliced cucumbers.
- A & B Special** 6.49
Mortadella, tomato, onion, banana vinaigrette.
- Classic Egg** 6.49
Hard boiled egg, mayo, and mustard.
- Tuna** 6.49
Tuna fish in water, mayo, mustard & relish.

Juicy Hot Dogs

- Regular (1/4 lb.)** 2.49
- Bacon and Cheese Dog** 3.49
- Supreme Chili Cheese Dog** 3.99
Chili, cheese, lettuce, tomato and onion.
- Kushen Dog** 3.39
Barbecue, Swiss cheese, 100% island dressing.

Soups & Salads

- Fatboy's Chili** (add onion & cheese)
- New England Glim Chowder**
- Soup of the Day**
- Steak - 2.99 • Hot 18oz - 5.99 • 14 Hot 4.99
- Make any sandwich into a salad or wrap!**

Fatboy's customer service
Postcard design by Phil Winter Marketing • Fatboy's

Postcard Size: 6" x 11"

Try Our Famous HOT POPPA!

Ovenroasted turkey breast, pepper jack, cream cheese, flamin hot cheddar, jalapeno.

That Hot Poppa sandwich is even better than it's rumored to be. How do they do it? The Flamin' Hot Cheddar so finely? The world may never know.

Catering Let's Eat!

Questions? Ask Us!

We offer party platters, lunch boxes and custom catering packages to fit your budget!

- Lunch Boxes
- Office Meetings
- Party Trays
- Sports Events
- Beach Events
- Birthdays
- Retirements
- Drinks & Chips

Refreshing Craft Sodas

\$1.00 OFF one deli sandwich, salad or wrap (Expires 10/31/15)

15% OFF one catering order over \$50 (Expires 10/31/15)

Awesome Sandwiches!

Phil Winter
3245 University Ave #1-525
San Diego CA 92104

Super-Sized Direct Mail Postcard

fax to 888-302-8832

A Super-Sized Postcard (6" x 11")

Custom design fee - \$199*

☐ Print 100 (Try it) - \$99 ☐ Print 1,000 - \$359

☐ Print 500 - \$289 ☐ Print 2,000 - \$559

☐ **OPTIONAL SERVICE** - Design location map add \$89

* Includes 2 design proofs. Each additional proof is \$49.

B What information and special offer(s), if any, would you like to include and expiration date?

Restaurant Name: _____

Circle Credit Card Type: VISA MASTERCARD AMX DISCOV

C.C. #: _____

Exp. Date: _____ CVC# _____

Address: _____

City: _____

State/Zip: _____

Phone #: _____

FAX #: _____

Contact Person: _____

Signature: _____

Website: _____

Include Restaurant Logo ☐ YES ☐ NO

Include Social Network Logo ☐ YES ☐ NO

circle your choices



IF YOU ARE INCLUDING YOUR HOSPITAL LOGO PLEASE E-MAIL TO:

phil@philwinter.com

phil winter's marketing communications

ph. 800-803-8832 • www.DesignRestaurantMenus.com • fax 888-302-8832