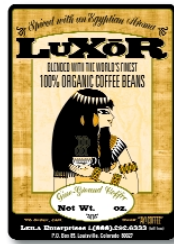
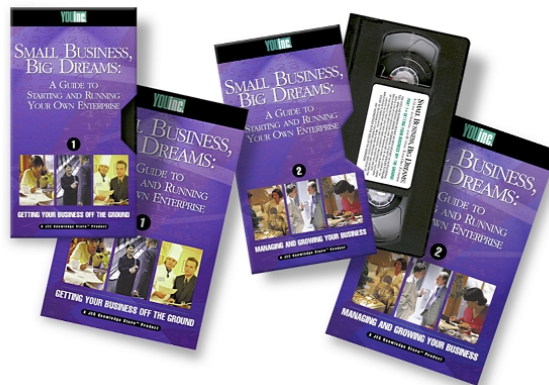


P O I N T O F S A L E & M E R C H A N D I S I N G



Luxor Coffee is the brainstorm of a very good Egyptian friend of mine. His concept was to introduce to the specialty coffee houses a unique Kenyan coffee blend that has been “spiced with an Egyptian aroma.” The label design for the coffee bags draws on traditional Egyptian themes, such as authentic handcrafted papyrus paper and an actual representation of a popular Egyptian hieroglyphic complete with a background relief sculpture of a pharaoh’s peace offering.



The Knowledge Store® offers a variety of self-help tools and educational products via its e-commerce Web site promoting the concept of “learn it today, use it tomorrow” consumer experiences. K-Store’s sister company, Knowledge TV® profiles a number of shows with this same underlying theme. One such show is “You, Inc.,” a show dedicated to starting and managing small businesses. This product “Small Business, Big Dreams: A Guide to Starting and Running Your Own Enterprise” includes a two part video series complete with two workbooks that coincide with each of the videos.



Brasserie LeFebvre Brewery located in Quenast, Belgium wished to develop a detailed point-of-sale program for their introduction into the U.S. marketplace. Sales brochures, menu shells, case cards, table tents, waitstaff buttons, t-shirts, and shelf talkers in conjunction with selectively placed ad spots in well known trade journals, targeted both consumers and retailers. This effort has helped position and welcome five generations of fine Belgian specialty brewing to Americans across the nation.

**MOORE**portfolio

3 0 3 6 9 9 4 7 9 9