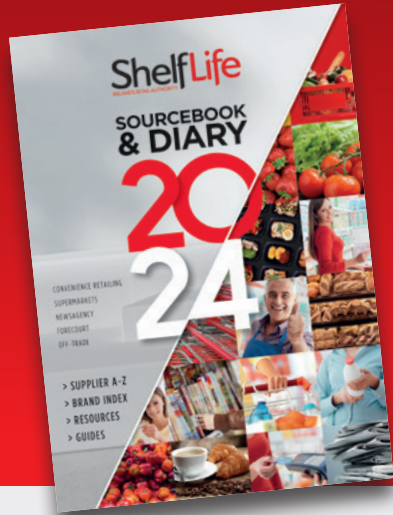


2024 ShelfLife Sourcebook & Diary



is Ireland's **comprehensive reference guide** for the top retailers and buyers covering Ireland's **independent, symbol, multiple, forecourt and cash & carry sectors**. With a host of new features including **Retailer Guides, Category Guides, comprehensive Supplier Directory, Retailer A-Z, full Brand/Product Index** as well as a **12 month Diary section** making it the only one of its kind on the market.

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These guides give you the opportunity to present your insights and offer your informed opinion on trends on a range of topics. It is a unique platform to demonstrate your thought leadership position and to speak directly to your target market that will make the buying decisions.

When you opt for retailer guide sponsorship your company logo will anchor the top of the chapter

Your company branding/products, or graphics of your choice, will illustrate the chapter

Your contact details will be highlighted

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- Selling alcohol - a practical guide
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