

# How-To Guide: Creating Printable Tasting Room Materials (for Non-Designers)

No graphic design experience? No problem. Here's how to build polished materials using easy tools.

## Step 1: Choose Your Design Tool

Tool	Why Use It	Link
<b>Canva</b>	Beginner-friendly, templates galore	<a href="http://www.canva.com">www.canva.com</a>
<b>VistaCreate</b>	Alternative to Canva with similar features	<a href="http://www.create.vista.com">www.create.vista.com</a>
<b>Google Docs</b>	Fast and simple layouts, printable	<a href="http://docs.google.com">docs.google.com</a>
<b>Adobe Express</b>	More customizability, still beginner-friendly	<a href="http://www.adobe.com/express">www.adobe.com/express</a>

## Step 2: Plan Your Layout

- Decide the material type (e.g., menu, flyer, sign)
- Sketch a quick layout idea
- Gather: logos, wine descriptions, contact info, brand colors

## Step 3: Use a Template

- Go to Canva and search templates ("Wine Tasting Menu," "Event Flyer")
- Customize with your content, images, and brand colors

## Step 4: Make It Print-Ready

- Set size: US Letter (8.5x11) or Postcard (5x7)
- Use clean fonts: Lato, Raleway, Garamond
- Leave safe margins; text size 12pt+
- Download: PDF Print format

## Step 5: Print or Display

- Print on cardstock for quality
- Add QR codes for digital signups or menus
- Save all designs in a central folder (Google Drive or Dropbox)

## Bonus Tips

- Reuse seasonal templates
- Review content quarterly
- Keep branding consistent across all materials

# Tasting Room Materials Creation Checklist

## 1. Core Printable Materials

### Item

- ☑ Tasting Flight Menu (seasonal or rotating)
- ☑ Wine-by-the-Glass List
- ☑ Bottle Price Sheet / Take-Home Menu
- ☑ Wine Club Brochure / One-Sheet
- ☑ Event Calendar (monthly/seasonal)
- ☑ Referral Program Flyer
- ☑ QR Code Sign for Newsletter Signups
- ☑ Guest Feedback Card
- ☑ Loyalty Program Overview
- ☑ Social Media Handles + Hashtag Tent Card
- ☑ Map / Estate Tour Information

## Customer Data Collection Fields

- ☑ First & Last Name
- ☑ Email Address
- ☑ Phone Number
- ☑ Zip Code or City/State
- ☑ Birthday (month optional)
- ☑ Wine Preferences (red/white/sweet/dry)
- ☑ Join the Wine Club? (Y/N checkbox)
- ☑ “How did you hear about us?”
- ☑ Favorite wine today
- ☑ Opt-in to Email/SMS Updates (checkbox)

**Tip: Scan and archive physical forms weekly or use QR codes to encourage digital signups.**