

ADVERTISE THROUGH THE IGIA E-SCANNER NEWSLETTER

Searching for ways to increase your business opportunities? Look no further! The *E-Scanner*, IGIA's electronic newsletter, is the association's most effective tool to deliver information to its members in a quick and timely manner. The publication will transition to a WEEKLY distribution in 2012 in order to communicate with all IGIA members on a consistent basis.



E-Scanner by the IGIA

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Openings, Expansions and Closings: Aldi and Whole Foods

Muscatine Aldi Store Announces Opening Date: September 19
Muscatine's new and improved Aldi store will open in a couple weeks.



The store, located at 3200 Northport Drive (off U.S. Highway 81, near Culver's) will open its doors at 9 a.m. Monday, September 19.

Before shoppers grab their carts (don't forget your quarter) and stroll through the aisles, there will be a VIP reception at 8:30 a.m. and a ribbon-cutting ceremony at 8:45 a.m.

According to a news release from the company, the store will boast a brighter look with wider aisles and approximately 2,500 more square feet.

The store will replace the existing store at 1820 Park Ave., which has been open since 1984.

[Click here](#) to read the rest of the article.

Help for Developing Alcoholic Compliance Policy: Welcome to the I-Alert Policy Website!

Off-Premise Sales
Provided by the state government, the I-Alert tool is designed to help off-premise retail licensees (e.g. convenient stores, grocery stores, liquor stores, etc.) develop a guide for their business to stay compliant with the Iowa Liquor Laws and to assist their employees with the responsible sale of alcohol through the use of uniform policy and best practices.

The tool is not designed to be used for an operational policy, but rather to assist the licensee in developing a premise policy that will apply to their specific business needs by addressing key points and providing suggestions for consideration.

HIGHLIGHTS OF THE E-SCANNER

Distributed to more than 1000 industry leaders spanning all sectors of the food business

Readers include company CEOs and executives all the way through store managers and sales people

Trackable statistics to gauge reader interest and involvement

Association event announcements and program updates create additional member benefits

Urgent industry alerts – such as food recalls, counterfeit coupons and legislative updates– can be distributed through this medium

Published 50 times per year with other special editions and promotions not withstanding

INTERESTED PARTIES SHOULD CONTACT

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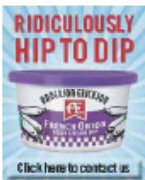
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6-month sponsorship: \$ 1800

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Advertisements include company ad or logo displayed in a minimum of 16 editions along with a link to your company website. Ad placement based on first-come, first-served basis. See example (left).

12-month rate: \$ 900

6-month rate: \$ 600

3-month rate: \$ 400

****Secure your ad placement by December 1 and receive \$ 100 off your 12-month rate.**