

Merchandise Display Standards

mix, blend

Enjoy
Responsibly

2021

Idaho State Liquor Division

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Our goal is to improve the consumer focus of our stores; to present a clean, unified look in all our ISLD locations; to initiate customer-based merchandising policies and concepts.

The purpose of this policy is to guide Store Managers, Store Associates, Suppliers, and Industry Reps regarding displays in ISLD stores. Store managers, with support from the District Managers, are responsible for implementing this display policy.

“By failing to prepare, you are preparing to fail”
Benjamin Franklin

The ISLD merchandising strategies are continuously evolving to ensure success in serving our guests and residents of the state of Idaho. The merchandising display policy is a process we use to ensure optimal display execution for the consumer.

Our intentions are for all promotions to start in the 1st week of an 8-week cycle and end in the last week of the 8-week cycle. This strategy will allow floors to be thoroughly cleaned and re-merchandised every 8 weeks. Retail stores may remove displays 48 hours before the end of the program (not sooner) to clean and prepare the floors for the next cycle of display programs. In addition to allowing our team ample time to clean and re-merchandise, this also provides time to complete other tasks that may get left to the wayside. This also allows for adequate time to plan a sales floor layout that shouts “look at me” every 60 days.

The store team is responsible for having the display product staged on the sales floor in the location you determine by the 1st day of the promotional period. This provides ample time for representatives to quickly build the displays so they can move on to the next store. If the product is not staged, the broker may have to leave the price cards at the store and the responsibility of building the display may fall on the store team to execute.



*All displays must be built within the first 7 days of the promotion.

All stores will receive notification via email 45-60 days prior to the start of each promotional period. This notification is in the form of a spreadsheet that is specific to each district. Each spreadsheet has several tabs, detailed below.

Tabs you should review

District delivery schedule is the day you should plan to receive the allocations.

*Allocations begin shipping 1 week prior to the start of the promotion.

MAY/JUNE DISPLAY + POD ALLOCATION WEEK - First Release Date: 4/21/21; Build Week: 5/1-5/7						
Store	Address	Allocation Release Date	Freight Order Pick Day	Delivery Day	First Day Allowed to Build displays	
101	1419 Grove Street	N/A - no displays	N/A - no displays	Thursday/Monday	N/A - no displays	
107	1305 S. Broadway Ave.	N/A - no displays	N/A - no displays	Wednesday	N/A - no displays	
105	195 Caldwell Blvd.	Wednesday 4/21	Thursday 4/22	Friday 4/23	Saturday 5/1	
113	10657 West Lake Hazel Road	Wednesday 4/21	Thursday 4/22	Friday 4/23	Saturday 5/1	
123	385 South 16 th Street, Suite F	Wednesday 4/21	Thursday 4/22	Friday 4/23	Saturday 5/1	
137	1653 W Island Green Dr	Wednesday 4/21	Thursday 4/22	Friday 4/23	Saturday 5/1	
135	3325 N. Ten Mile Road	Wednesday 4/21	Thursday 4/22	Tuesday/Friday 4/23	Saturday 5/1	
109	1533 S. Five Mile Road	Wednesday 4/21	Thursday 4/22	Tuesday/Friday 4/23	Saturday 5/1	
103	5180 Overland Road	Thursday 4/22	Friday 4/23	Monday 4/26	Saturday 5/1	
110	808 Vista Avenue	Thursday 4/22	Friday 4/23	Monday 4/26	Saturday 5/1	
111	4248 W Chinden Blvd.	Thursday 4/22	Friday 4/23	Monday 4/26	Saturday 5/1	
122	275 East 4 th North	Thursday 4/22	Friday 4/23	Monday 4/26	Saturday 5/1	
124	411 Dienhard Lane, Suite A	Thursday 4/22	Friday 4/23	Monday/Wednesday 4/26	Saturday 5/1	
102	1734 W State Street	Friday 4/23	Monday 4/26	Tuesday/Thursday 4/27	Saturday 5/1	
104	6910 W State Street	Friday 4/23	Monday 4/26	Tuesday 4/27	Saturday 5/1	
108	3321 N Cole Road	Friday 4/23	Monday 4/26	Tuesday 4/27	Saturday 5/1	
114	10458 Fairview Ave	Friday 4/23	Monday 4/26	Tuesday 4/27	Saturday 5/1	
115	1225 12 th Avenue South	Friday 4/23	Monday 4/26	Tuesday/Friday 4/27	Saturday 5/1	
118	16572 N Midland Blvd., Ste. 101	Friday 4/23	Monday 4/26	Tuesday/Thursday 4/27	Saturday 5/1	
112	2448 S Apple Street	Monday 4/26	Tuesday 4/27	Wednesday 4/28	Saturday 5/1	
117	74 W. State Street	Monday 4/26	Tuesday 4/27	Wednesday 4/28	Saturday 5/1	
119	3130 E. State Street Ste. #135	Monday 4/26	Tuesday 4/27	Wednesday 4/28	Saturday 5/1	
125	4568 N. Eagle Road	Monday 4/26	Tuesday 4/27	Wednesday 4/28	Saturday 5/1	
106	918 Blaine Street	Tuesday 4/27	Wednesday 4/28	Thursday 4/29	Saturday 5/1	
116	6584 S. Federal Way	Tuesday 4/27	Wednesday 4/28	Thursday 4/29	Saturday 5/1	
136	4403 E. Ustick Rd, Ste 102	Tuesday 4/27	Wednesday 4/28	Thursday 4/29	Saturday 5/1	
129	718 East Avalon	Wednesday 4/28	Thursday 4/29	*Thursday 4/29	Saturday 5/1	
132	76 East Fairview Ave.	Wednesday 4/28	Thursday 4/29	*Thursday 4/29	Saturday 5/1	
133	1980 S Meridian Rd, Ste #110	Wednesday 4/28	Thursday 4/29	*Thursday 4/29	Saturday 5/1	
134	3909 E. Fairview Ave. Suite 115	Wednesday 4/28	Thursday 4/29	*Thursday 4/29	Saturday 5/1	
				*picked and delivered same day		

District Tab 1-Indicates which stores will receive each display.

Month	Brand	# Displays	102	103	104	105
MAY/JUNE	HORNITOS FAMILY	28	1	1	1	1
MAY/JUNE	KETEL ONE	28	1	1	1	1
MAY/JUNE	SMIRNOFF NO. 21 + RED, WHITE, AND BERRY	28	1	1	1	1
MAY/JUNE	SEAGRAM'S VODKA	28	1	1	1	1
MAY/JUNE	360 VODKA AND 360 HUCKLEBERRY	28	1	1	1	1
MAY/JUNE	SOUTHERN COMFORT	28	1	1	1	1
MAY/JUNE	JACK DANIEL'S FOB	15			1	1
MAY/JUNE	CAPTAIN MORGAN/QSR + WHITE +SLICED APPLE	14		1	1	
MAY/JUNE	JW/JW BLACK	14	1	1	1	
MAY/JUNE	NEW AMSTERDAM	14	1	1	1	
MAY/JUNE	BELEVEDERE	14	1	1	1	
MAY/JUNE	ALTOS	14	1	1	1	
MAY/JUNE	GLENLIVET	14	1	1	1	
MAY/JUNE	PLATINUM ZX 1.75L	14			1	1
MAY/JUNE	FIREBALL	14		1	1	
MAY/JUNE	TITO'S 750	20	1	1	1	
MAY/JUNE	GREY GOOSE BASE + ESSENCES	14	1		1	
MAY	CASAMIGOS BLANCO	14	1	1	1	
MAY	PATRON	14	1		1	1
MAY	CUERVO	14	1	1	1	
JUNE	MACALLAN DOUBLE CASK 12 YEAR	14	1		1	
JUNE	GLENMORANGIE ORIGINAL + LASANTA + QUINTA	14	1	1	1	1
JUNE	GLENFIDDICH 12YO/14YO/15YO	14	1	1	1	

Case Allocation Tab details initial allocations each store will receive. Please review this information carefully. If you are heavy on any of these items, you may send a request to cut the allocation. All requests must be sent 14 days prior to the start of the promotion. Please plan to order product as needed to fully support the display throughout the promotional period.

Month	NABCA	Brand	Size	# Displays	102	103	104	105
MAY/JUNE	89836	HORNITOS PLATA	750	28	7	7	7	5
MAY/JUNE	88548	HORNITOS REPO	750		7	7	7	5
MAY/JUNE	88540	HORNITOS LIMESHOT	750		3	3	3	2

The Store Manager will determine which additional products will be displayed in the store after all required displays have been executed. This decision should be based on floor availability. All additional displays must be chosen from the approved programs during the current 60-day period; except for local products, which can be displayed if the manager deems it appropriate and the product is on sale.

As our business continues to experience growth, and retail store lobbies add more permanent fixtures, we felt it was important to mirror our floor display periods with the POD Program calendar listed below. On occasion, we will ask that you support 30-day programs to accommodate holiday themes. Example: March (only) St. Patrick’s Day theme, April (only) Cinco de Mayo theme.

- January – February
- March – April
- May – June
- July – August
- September – October
- Holiday Programming (November – December)

Display Guidelines

PODS

PODS should be merchandised according to the provided plan-o-gram and remain adequately stocked for the duration of the promotion.



Floor Displays

1. Each Display must be single brand focused.

For example:

Jack Daniels Black No. 7 could be displayed with Jack Daniels Honey, Gentleman Jack, Jack Daniels Single Barrel, and Gift Set's. However, floor displays are not to exceed 60 days' worth of inventory of the displayed brands combined.

We will coordinate the following brand concepts, which could feature multiple brands:

- Gift Set coordination
- PR's - On-sale value proposition

- Innovations (new products) year-round and seasonal gifting
- Party Concepts, Bar Concepts, and Idaho Branding

These concepts must be **preapproved and coordinated** with the District/Store Managers

- Brands being displayed in a square or triangle configuration must only showcase a single brand per side.



2. POS must match products being displayed.
3. Full or empty cases used in displays must be labeled correctly regarding the quantity contained in each box. *No partial cases are to be used.*
4. No incentives are to be given to ISLD employees with the intent to achieve improved merchandising or additional product displays.
5. All conflicts regarding the Merchandise Display Policy between the Store Manager and Supplier Reps. Should first be discussed with each to find a resolution. If unsuccessful, the conflict will be resolved by the stores District Manager. If a resolution is not reached, the District Manager will refer the

conflict to the Deputy Director, who will make the final decision regarding the conflict.

6. Display Spacing must allow for a minimum 3-foot walkway.
7. Multi Brand POS cardboard bins will not be allowed in stores.
8. Due to limited storage space at stores the Supplier Reps / Brokers will remove all racks and display materials within 7-10 days of the promotion ending.
9. Supplier Reps / Brokers not following policy, and /or engaging in inappropriate conduct, will be subject to suspension of their permit to enter ISLD stores. Reissuing of a suspended permit is only done by the Director of the ISLD.

New Items Racks have been designated as a place holder for new items. All new items should be worked into the set within 60 days.



Regional Spirits Racks have been designated to highlight local/regional products listed with an “L” code that do not warrant shelf space due to slower sales volume. All local/regional items listed with an “R” code should be placed in the shelf set per the planogram (POG) “Regional” is defined as all states that touch the border of Idaho.



Category Sets every category will be reviewed annually to ensure we are carrying the right mix of products across all ISLD stores. After the review, a new planogram (POG) will be sent to all stores for execution within 30 days. It is the expectation that all **Regular** listed items will be placed on the retail shelf according to the planogram (POG). We have left space in each set for stores to carry **Limited** listed items that are most meaningful for their store. These items should be placed on the shelf by adhering to our price flow philosophy, with the base product to the left and flavors to the right.

BOURBON / RYE / WHISKEY



Shelf Tagging Standards all products must have a price tag. Shelf tags should be placed to the left of the product when it relates to multiple facings. This allows associates to identify the proper number of shelf facings when stocking. This also supports the customers' natural tendencies to read from left to right. Do not cover out of stocks with other products and do not pull tags off the shelf. It is important to maintain shelf-set integrity for overall customer satisfaction.



Shelf Tag Overlays: All overlays should follow the below standards.

The “Scotch” overlays will be applied over the top of existing pricing labels in selected stores to highlight the regions.



The “New Item” overlays must be used on all new items for the first 60 days of them being placed on the shelf. Do not use on the New Spirits Rack.



The “Everyday Value Price” overlays should only be used on Burnette’s products and Liter sizes.



The “Clearance” overlays should be used on all closeout products on the rack.



The “Available in Gift Sets” overlays should be used to identify shelf products currently available in a gift set, that are displayed in another area of the store.

