

Merchandise Display Policy Section 5-1

Revised 10/30/2020

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

This policy will be updated on a regular basis from feedback from consumers, store managers and our Broker/supplier partners.

Section 5 – MERCHANDISE DISPLAY POLICY

6-1 PROCEDURE: MERCHANDISE DISPLAY POLICY

DESCRIPTION: The purpose of this policy is to provide guidance to Store Managers, Clerks, Suppliers and Industry Reps. regarding displays in ISLD stores. Store managers are responsible for implementing this display policy with the support of the District Managers.

1. Display floor plan in each store will be set by Store Manager, with input from District Manager as needed. Displays will be determined using store sales, store lobby size and the number and size of displays requested each month.

Display Build Timeline:

- All floor display activations must be built within 7 days of display activation start date by the supplier/broker.

Product Quantities:

- There will be initial allocations sent to each store to get displays started. Please order product as needed to support the display throughout the entire promotional period.

Display Duration and Frequency:

- This will be determined by the CO with the intent of promotions to start in the 1st week of an 8 week cycle and end in the last week of the

8 week cycle. This will allow for floors to be thoroughly cleaned and re-merchandised every 8 weeks. Retail stores may remove displays 48 hours before the end of the program to clean and prepare their floors for the next cycle of displays programs.

- Floor display time periods will mirror our POD program calendar:

- **Jan (7th)/Feb, March/April, May/June, July/Aug/, Sept/Oct (15th), Nov/Dec (holiday displays)**
- **All displays racks/bins must be picked up within 15 days of the display program ending. Contact the District Manager or Sally Ray regarding any non-compliance issues.**

2. The Store Manager will determine which additional products will be displayed in the store after all required displays have been executed. Based on floor availability, all additional displays should be chosen from the approved programs during the current 60 day time period. Exception of local product may be merchandised during any time period if on sale. This suggested program merchandising list will be provided by the CO for store managers as guidance each 60 day period.

3. Display Guidelines:

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, not to exceed 60 days of inventory of those brands combined.

We will coordinate the following brand concepts that could feature a multiple of brands:

- Gift Set coordination
- TPR's - On-sale value proposition
- Innovations (new products) year round and seasonal gifting
- Party Concepts, Bar Concepts, and Idaho Branding.

- These concepts will be **preapproved and coordinated** with the District/Store Managers.

Holiday exception

- Brands can be displayed in a square or triangle configuration if the single brand stands alone on each side.
4. POS must match products being displayed.
 5. Full or empty cases used in display must be labeled with EMPTY or ZERO. – **NO partial cases are to be used.**
 6. **No incentives should be given to ISLD employees** to achieve improved merchandising or additional product displays.
 7. All conflicts in regards to Merchandise Display Policy with Store Manager and Supplier Reps. will be resolved by that 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 that conflict.
 8. Display Spacing: other than back to back **must allow for at least a 3 feet walkway space.**
 9. Multi Brand POS cardboard bins will no longer be allowed in stores.
 10. Supplier Reps. / Brokers not following policy, and or engaging in inappropriate conduct will be subject for suspension of their permit to enter ISLD stores. Reissuing of the permit is only done by the Director of the ISLD.