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# Merchandise Display Standards



**2024**

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**Idaho State Liquor Division**

**Authored by: Sally Ray**

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We aim to improve our stores' consumer focus, present a clean, unified look in all our ISLD locations, and 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***

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

We intend 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 eight 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 first day of the promotional period. This provides ample time for representatives to quickly build the displays and 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 seven days of the promotion.

All stores will receive notification via email 30 days before the start of each promotional period. This notification is in the form of an Excel workbook. Stores will be given one week to review the workbook and submit any requested changes to their allocations; not all requests can be granted. The workbook has several tabs:

**Allocation by NABCA Codes:** Group items by floor/POD display

**Product Description – Broker:** Product name. **Blue-colored** cells indicate items that will be allocated. **Green-colored** cells indicate POD ingredients that stores will order from the warehouse. **Yellow-colored** cells indicate POD ingredients that stores will order from DSD suppliers.

**XL/L – M – S – Top 3/Rack/Cases Per POD:** Indicates the number of cases approved for the display by lobby size. (Please note that this is an average, and actual case allocation per store can be found in the Master Allocation tab.)

**Notes:** Allocation/ordering changes (ex. “store will order” or “removed due to lack of inventory”).

**Full Case Pick:** 1 indicates the item is picked as a full case; another number indicates a single bottle pick and how many bottles make a full case.

**Total Cases:** For office and supplier reference.

**Allocation Total:** For office reference.

**Discount Retail:** For office reference.

PRIORITY FLOOR BRANDS			# of cases per store				NOTES	Full Case Pick	Total Cases	Allocation Total	Discount Retail
Size	NABCA	Product Description - Hayden	XL/L	M	S	TOP 3					
750	41474	44 NORTH MOUNTAIN HUCKLEBERRY VODKA (LOCAL - ID)	9	9	9	8		1	501	501	\$23.95
750	40180	44 NORTH SUNNY SLOPE NECTARINE VODKA (LOCAL - ID)	2	2	2			1	106	106	\$23.95

Size	NABCA	Product Description - RNDC	RAC	K			NOTES	Full Case Pick	Total Cases	Allocation Total	Discount Retail
750	88116	MILAGRO SILVER TEQUILA	1								
750	89583	MILAGRO REPOSADO TEQUILA	1				102, 103,104, 108, 109, 110, 114, 119, 124, 132, 137, 203, 204, 206, 208, 303, 305, 307, 322, 324	1	19	19	\$28.95
750	89580	MILAGRO ANEJO TEQUILA	1				102, 103,104, 108, 109, 110, 114, 119, 124, 132, 137, 203, 204, 206, 208, 303, 305, 307, 322, 324	6	19	114	\$36.95

POD ALLOCATIONS								
Size	NABCA	Product Description	Cases Per POD	NOTES	Full Case Pick	Total Cases	Allocation Total	Discount Retail
-	999954	POD Boxes	1		1	41	41	-
						41	41	
Size	NABCA	Product Description -	Cases Per POD	NOTES	Full Case Pick	Total Cases	Allocation Total	Discount Retail
750	34690	SOBIE SKI VODKA	1		12	41	492	\$10.95
750	33427	SOBIE SKI GRAPEFRUIT VODKA	1		12	41	492	\$10.95
375	67524	KAHLUA COFFEE LIQUEUR (REPLICA)				0	0	
2000	962759	SPRITE				0	0	
1000	951769	OWEN'S RIO RED GRAPEFRUIT CRAFT MIXER 4PK				0	0	
355	953926	ROSE'S SIMPLE SYRUP				0	0	
1420	951301	COCK & BULL GINGER BEER 4PK				0	0	
400	951725	REALIME JUICE				0	0	

**D1 Delivery Schedule/D2 Delivery Schedule/D3 Delivery Schedule:** Each district has one tab. The tabs list the district’s stores and dates relative to their allocation and display build. Stores are color-coded by their lobby size.

**XL/L LOBBY**      **MED LOBBY**      **SMALL LOBBY**      **TOP 3 DISPLAYS**

If a store is colored **red** and listed as “NO ALLOCATION,” the DM will determine which displays will be executed and the store will order the necessary cases. If a store is colored white and listed as “POD STORE ONLY,” the store will only be allocated POD items and will not have floor displays.

**Allocation Release Day:** The day the store’s allocation will be released to the warehouse.

**Freight Order Pick Day:** The day the warehouse will pick the store’s order.

**Delivery Day:** The day the store’s order will be delivered.

## SGWS—WEST/SGWS—COASTAL/SGWS—AMERICAN

**LIBERTY/RNDC/SAZERAC/HMS: The day that broker(s) will be in to build displays. Note: While these are predetermined, stores are free to negotiate their schedules with their brokers.**

DISTRICT 1		Gwynna Jensen		cell: 514-6996		Total: 30		Gwynna.Jensen@liquor.idaho.gov		XL/L LOBBY	MED LOBBY	SMALL LOBBY	TOP 3 DISPLAYS
MAR/APR DISPLAY + POD ALLOCATION WEEK - First Release Date: Build Week:													
Store	Address	City	Allocation Release Day	Freight Order Pick Day	Delivery Day	SGWS - WEST	SGWS - COASTAL	SGWS - AMERICAN LIBERTY	RNDC - NORTHWEST	RNDC MOUNTAIN	SAZERAC	HMS	
102	1734 W State St	Boise	Friday 6/14	Monday 6/17	Tuesday 6/18	Monday 6/24	Tuesday 6/25	Monday 6/24	Tuesday 6/25	Monday 6/24	Monday 6/24	Wednesday 6/26	
103	5180 Overland Rd	Boise	Thursday 6/13	Monday 6/17	Monday 6/17	Tuesday 6/25	Tuesday 6/25	Monday 6/24	Tuesday 6/25	Tuesday 6/25	Monday 6/24	Wednesday 6/26	
104	6910 W State St	Boise	Friday 6/14	Monday 6/17	Tuesday 6/18	Monday 6/24	Monday 6/24	Monday 6/24	Tuesday 6/25	Tuesday 6/25	Monday 6/24	Thursday 6/27	
105	185 Caldwell Blvd	Nampa	Tuesday 6/18	Thursday 6/20	Friday 6/21	Friday 6/28	Friday 6/28	Friday 6/28	Thursday 6/27	Monday 6/24	Monday 6/24	Wednesday 6/26	
106	918 Blaine St	Caldwell	Friday 6/14	Monday 6/17	Tuesday 6/18	Friday 6/28	Wednesday 6/26	Friday 6/28	Wednesday 6/26	Friday 6/28	Monday 6/24	Friday 6/28	
108	3321 N Cole Rd	Boise	Friday 6/14	Monday 6/17	Tuesday 6/18	Wednesday 6/26	Tuesday 6/25	Monday 6/24	Tuesday 6/25	Wednesday 6/26	Monday 6/24	Wednesday 6/26	
109	1533 S Five Mile Rd	Boise	Friday 6/14	Monday 6/17	Tuesday 6/18	Wednesday 6/26	Tuesday 6/25	Monday 6/24	Tuesday 6/25	Wednesday 6/26	Tuesday 6/27	Thursday 6/27	
110	808 Vista Ave	Boise	Thursday 6/13	Monday 6/17	Tuesday 6/18	Tuesday 6/25	Tuesday 6/25	Monday 6/24	Tuesday 6/25	Thursday 6/27	Tuesday 6/25	Thursday 6/27	
111	4248 W Chinden Blvd	Garden City	Thursday 6/13	Friday 6/14	Monday 6/17	Tuesday 6/25	Wednesday 6/26	Tuesday 6/25	Tuesday 6/25	Tuesday 6/25	Tuesday 6/27	Thursday 6/27	
112	2448 S Apple St	Boise	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Thursday 6/27	Thursday 6/27	Monday 6/24	Wednesday 6/26	Tuesday 6/27	Tuesday 6/25	Wednesday 6/26	
113	10657 W Lake Hazel Rd	Boise	Tuesday 6/18	Thursday 6/20	Friday 6/21	Monday 6/24	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Monday 6/24	Thursday 6/27	Wednesday 6/26	
114	10459 Fairview Ave	Boise	Friday 6/14	Monday 6/17	Tuesday 6/18	Wednesday 6/26	Tuesday 6/25	Monday 6/24	Tuesday 6/25	Wednesday 6/26	Tuesday 6/25	Wednesday 6/26	
115	1225 127 Ave S	Nampa	Friday 6/14	Monday 6/17	Tuesday 6/18	Friday 6/28	Wednesday 6/26	Friday 6/28	Thursday 6/27	Thursday 6/27	Monday 6/24	Wednesday 6/26	
116	6584 S Federal Way	Boise	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Monday 6/24	Tuesday 6/25	Monday 6/24	Wednesday 6/26	Friday 6/28	Tuesday 6/25	Friday 6/28	
117	74 W State St	Eagle	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Thursday 6/27	Wednesday 6/26	Tuesday 6/25	Monday 6/24	Thursday 6/27	Thursday 6/27	Thursday 6/27	
118	16572 N Midland Blvd Ste 101	Nampa	Friday 6/14	Monday 6/17	Tuesday 6/18	Friday 6/28	Wednesday 6/26	Friday 6/28	Thursday 6/27	Thursday 6/27	Monday 6/24	Wednesday 6/26	
119	3130 E State St Ste 135	Eagle	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Thursday 6/27	Wednesday 6/26	Tuesday 6/25	Monday 6/24	Thursday 6/27	Thursday 6/27	Thursday 6/27	
120	9651 W State St Ste 120	Star	Friday 6/14	Monday 6/17	Tuesday 6/18	Friday 6/28	Wednesday 6/26	Friday 6/28	Thursday 6/27	Thursday 6/27	Monday 6/24	Wednesday 6/26	
122	275 E 4th N	Mt. Home	Thursday 6/13	Friday 6/14	Monday 6/17	Tuesday 6/25	Wednesday 6/26	Monday 6/24	Wednesday 6/26	Thursday 6/27	Wednesday 6/26	Wednesday 6/26	
123	385 S 18th St Ste F	Payette	Thursday 6/18	Thursday 6/20	Friday 6/21	Friday 6/28	Wednesday 6/26	Friday 6/28	Thursday 6/27	Monday 6/24	Wednesday 6/26	Wednesday 6/26	
124	4111 Dlenhard Ln Ste A	McCall	Thursday 6/13	Friday 6/14	Monday 6/17	Monday 6/24	Wednesday 6/26	Monday 6/24	Friday 6/28	Tuesday 6/25	Tuesday 6/25	Wednesday 6/26	
125	4568 N Eagle Rd	Boise	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Thursday 6/27	Tuesday 6/25	Wednesday 6/26	Tuesday 6/25	Thursday 6/27	Thursday 6/27	Thursday 6/27	
129	718 E Avalon	Kuna	Tuesday 6/18	Thursday 6/20	Thursday 6/20	Monday 6/24	Wednesday 6/26	Thursday 6/27	Friday 6/28	Friday 6/28	Tuesday 6/25	Friday 6/28	
132	76 E Fairview Ave	Meridian	Tuesday 6/18	Thursday 6/20	Thursday 6/20	Monday 6/24	Wednesday 6/26	Thursday 6/27	Tuesday 6/25	Friday 6/28	Friday 6/28	Friday 6/28	
133	1980 S Meridian Rd Ste 110	Meridian	Tuesday 6/18	Thursday 6/20	Thursday 6/20	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Tuesday 6/25	Friday 6/28	Thursday 6/27	Friday 6/28	
134	3909 E Fairview Ave Ste 115	Meridian	Tuesday 6/18	Thursday 6/20	Thursday 6/20	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Tuesday 6/25	Friday 6/28	Friday 6/28	Friday 6/28	
135	3325 N Ten Mile Rd	Meridian	Friday 6/14	Monday 6/17	Tuesday 6/18	Thursday 6/27	Wednesday 6/26	Thursday 6/27	Tuesday 6/25	Wednesday 6/26	Friday 6/28	Wednesday 6/26	
136	4403 E Ustick Rd Ste 102	Caldwell	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Friday 6/28	Wednesday 6/26	Friday 6/28	Wednesday 6/26	Friday 6/28	Monday 6/24	Friday 6/28	
137	1655 W Island Green Dr	Meridian	Tuesday 6/18	Thursday 6/20	Friday 6/21	Monday 6/24	Wednesday 6/26	Tuesday 6/25	Wednesday 6/26	Monday 6/24	Friday 6/28	Wednesday 6/26	

DISTRICT 2		Jason Fitch		cell: 251-0442		Total: 17		Jason.Fitch@liquor.idaho.gov		XL/L LOBBY	MED LOBBY	SMALL LOBBY	TOP 3 DISPLAYS
MAR/APR DISPLAY + POD ALLOCATION WEEK - First Release Date: Build Week:													
Store	Address	City	Allocation Release Day	Freight Order Pick Day	Delivery Day	SGWS - WEST	SGWS - COASTAL	SGWS - AMERICAN LIBERTY	RNDC - NORTHWEST	RNDC MOUNTAIN	SAZERAC	HMS	
201	2041 Kimberly Rd	Boise	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Wednesday 6/26	Wednesday 6/26	Tuesday 6/25	Monday 6/24	Monday 6/24	Monday 6/24	Wednesday 6/26	
202	726 E Sherman	Boise	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Tuesday 7/2	Monday 7/1	Tuesday 7/2	Monday 7/1	Monday 7/1	Tuesday 7/2	Wednesday 7/3	
203	385 N Woodruff Ave "Wino"	Boise	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Monday 7/1	Tuesday 7/2	Tuesday 7/2	Monday 7/1	Monday 7/1	Tuesday 7/2	Wednesday 7/3	
204	770 Yellowstone Ave	Boise	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Tuesday 7/2	Monday 7/1	Tuesday 7/2	Monday 7/1	Monday 7/1	Tuesday 7/2	Wednesday 7/3	
205	4820 Yellowstone	Boise	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Tuesday 7/2	Monday 7/1	Tuesday 7/2	Monday 7/1	Monday 7/1	Tuesday 7/2	Wednesday 7/3	
206	832 E 17th St	Boise	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Monday 7/1	Tuesday 7/2	Tuesday 7/2	Monday 7/1	Wednesday 7/3	Wednesday 7/3	Wednesday 7/3	
207	160 Blue Lakes Blvd N	Boise	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Wednesday 6/26	Wednesday 6/26	Tuesday 6/25	Monday 6/24	Monday 6/24	Monday 6/24	Wednesday 6/26	
208	1717 W Broadway	Boise	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Monday 7/1	Tuesday 7/2	Tuesday 7/2	Monday 7/1	Tuesday 7/2	Monday 7/1	Wednesday 7/3	
209	271 Washington	Boise	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	
210	205 S Main St	Boise	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	
214	1239 Pole Line Rd E	Boise	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Wednesday 6/26	Wednesday 6/26	Tuesday 6/25	Monday 6/24	Monday 6/24	Monday 6/24	Wednesday 6/26	
216	2641 S 26th E	Boise	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Monday 7/1	Tuesday 7/2	Tuesday 7/2	Monday 7/1	Monday 7/1	Friday 6/28	Wednesday 7/3	
220	1104 S Lincoln St	Boise	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Tuesday 6/25	Wednesday 6/26	Wednesday 6/26	Tuesday 6/25	Tuesday 6/25	Monday 6/24	Wednesday 6/26	
221	701 Overland Ave	Boise	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Wednesday 6/26	Wednesday 6/26	Tuesday 6/25	Tuesday 6/25	Monday 6/24	Monday 6/24	Wednesday 6/26	
222	310 N Meridian Ste A	Boise	Tuesday 6/25	Wednesday 6/26	Thursday 6/27	Tuesday 7/2	Monday 7/1	Tuesday 7/2	Wednesday 7/3	Wednesday 7/3	Wednesday 7/3	Wednesday 7/3	
224	314 Oneida St	Boise	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	

DISTRICT 3		Michelle Geske		cell: 699-8978		Total: 20		Michelle.Bowers@liquor.idaho.gov		XL/L LOBBY	MED LOBBY	SMALL LOBBY	TOP 3 DISPLAYS
MAR/APR DISPLAY + POD ALLOCATION WEEK - First Release Date: Build Week:													
Store	Address	City	Allocation Release Day	Freight Order Pick Day	Delivery Day	SGWS - WEST	SGWS - COASTAL	SGWS - AMERICAN LIBERTY	RNDC - NORTHWEST	RNDC MOUNTAIN	SAZERAC	HMS	
301	913 Main St	Boise	Friday 6/14	Monday 6/17	Tuesday 6/18	Tuesday 6/25	Tuesday 6/25	Wednesday 6/26	Friday 6/28	Friday 6/28	Friday 6/28	Thursday 6/27	
302	1201 E Sherman Ave	Boise	Tuesday 6/18	Thursday 6/20	Friday 6/21	Monday 6/24	Tuesday 6/25	Thursday 6/27	Tuesday 6/25	Tuesday 6/25	Tuesday 6/25	Friday 6/28	
303	904 W Pullman Rd	Boise	Thursday 6/13	Monday 6/17	Monday 6/17	Wednesday 6/26	Tuesday 6/25	Wednesday 6/26	Friday 6/28	Friday 6/28	Wednesday 6/26	Thursday 6/27	
304	202 E Sellic Way	Boise	Tuesday 6/18	Thursday 6/20	Friday 6/21	Monday 6/24	Wednesday 6/26	Tuesday 6/25	Monday 6/24	Monday 6/24	Tuesday 6/25	Thursday 6/27	
305	2640 N Government Way	Boise	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Monday 6/24	Tuesday 6/25	Thursday 6/27	Tuesday 6/25	Tuesday 6/25	Tuesday 6/25	Friday 6/28	
306	920 N Hwy 41 River City Center Ste 8	Boise	Tuesday 6/18	Thursday 6/20	Friday 6/21	Monday 6/24	Wednesday 6/26	Tuesday 6/25	Monday 6/24	Monday 6/24	Tuesday 6/25	Thursday 6/27	
307	7209 W Sellic Way	Boise	Thursday 6/13	Monday 6/17	Monday 6/17	Wednesday 6/26	Tuesday 6/25	Tuesday 6/25	Monday 6/24	Monday 6/24	Tuesday 6/25	Thursday 6/27	
308	560 W Kathleen Ave Ste L	Boise	Monday 6/17	Tuesday 6/18	Wednesday 6/19	Wednesday 6/26	Wednesday 6/26	Thursday 6/27	Wednesday 6/26	Wednesday 6/26	Tuesday 6/25	Friday 6/28	
309	872 Troy Highway 110	Boise	Thursday 6/13	Monday 6/17	Monday 6/17	POD STORE ONLY	POD STORE ONLY	POD STORE ONLY	POD STORE ONLY	POD STORE ONLY	POD STORE ONLY	POD STORE ONLY	
318	16376 N Highway 41 Ste B	Boise	Thursday 6/13	Monday 6/17	Monday 6/17	Monday 6/24	Wednesday 6/26	Friday 6/28	Wednesday 6/26	Wednesday 6/26	Monday 6/24	Thursday 6/27	
319	1607 Northwest Blvd	Boise	Tuesday 6/18	Thursday 6/20	Friday 6/21	Monday 6/24	Tuesday 6/25	Thursday 6/27	Tuesday 6/25	Tuesday 6/25	Tuesday 6/25	Friday 6/28	
320	675 Kootenai Cutoff Rd Ste C	Boise	Thursday 6/13	Monday 6/17	Monday 6/17	Tuesday 6/25	Wednesday 6/26	Monday 6/24	Tuesday 6/25	Thursday 6/27	Monday 6/24	Wednesday 6/26	
321	1101 Bryden Ave	Boise	Friday 6/14	Monday 6/17	Tuesday 6/18	Tuesday 6/25	Tuesday 6/25	Wednesday 6/26	Friday 6/28	Friday 6/28	Wednesday 6/26	Thursday 6/27	
322	612 N Fifth Ave	Boise	Thursday 6/13	Monday 6/17	Monday 6/17	Tuesday 6/25	Wednesday 6/26	Monday 6/24	Thursday 6/27	Thursday 6/27	Monday 6/24	Wednesday 6/26	
324	335 West Prairie Shopping Center	Boise	Tuesday 6/18	Thursday 6/20	Friday 6/21	Monday 6/24	Wednesday 6/26	Thursday 6/27	Wednesday 6/26	Wednesday 6/26	Monday 6/24	Thursday 6/27	
331	5471 Hwy 2	Boise	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	NO ALLOCATION	

**Master Allocation:** This column lists the individual allocation of each item for each store, the pick day, the delivery day, and any potential changes to the allocation (e.g., a store's request to remove an item). Stores can easily find their information by filtering Column B by store number.

Note: a store's actual allocation may not match the cases listed on the Allocation by NABCA Codes tab; stores should always refer to the Master Allocation to see what they can expect. Any approved changes will be applied before the allocations are released and will not be reflected on the Master Allocation.

	A	B	C	E	F	G
	NABCA	Store	Qty	Comment	Freight Order Pick Day	Delivery Day
1	10922	102	2	JUL/AUG Display & PODs	Monday 6/17	Tuesday 6/18
2	10922	103	2	JUL/AUG Display & PODs	Friday 6/14	Monday 6/17
3	10922	104	2	JUL/AUG Display & PODs	Monday 6/17	Tuesday 6/18
4	10922	108	2	JUL/AUG Display & PODs	Monday 6/17	Tuesday 6/18
5	10922	109	2	JUL/AUG Display & PODs	Monday 6/17	Tuesday 6/18
6	10922	110	2	JUL/AUG Display & PODs	Friday 6/14	Monday 6/17

Sort Smallest to Largest  
 Sort Largest to Smallest  
 Sort by Color  
 Sheet View  
 Clear Filter From "Store"  
 Filter by Color  
 Number Filters  
  
 (Select All)  
 102  
 103  
 104  
 105  
 106  
 108  
 109  
 110

	A	B	C	E	F	G	H
	NABCA	Store	Qty	Comment	Freight Order Pick Day	Delivery Day	Notes
2	10922	102	2	JUL/AUG Display & PODs	Monday 6/17	Tuesday 6/18	
22	14192	102	9	JUL/AUG Display & PODs	Monday 6/17	Tuesday 6/18	
68	14208	102	3	JUL/AUG Display & PODs	Monday 6/17	Tuesday 6/18	
121	19476	102	6	JUL/AUG Display & PODs	Monday 6/17	Tuesday 6/18	
167	19564	102	12	JUL/AUG Display & PODs	Monday 6/17	Tuesday 6/18	

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The Store Manager will determine which additional products will be displayed 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. 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 promotion duration. If an ingredient is not available stores may supplement it with a comparable product.





## Floor Displays

**1. Each Display must be single brand-focused and will be determined in the workbook.**

For example, Jack Daniels Black No. 7 could be displayed with Jack Daniels Honey, Gentleman Jack, Jack Daniels Single Barrel, and Gift Sets. All items on the floor must be discounted; any exceptions to this guideline will be detailed in an email to the stores, which may include Gift Sets or Allocated Items of the same brand family.

- Brands displayed must only showcase a single brand per side.
- The display should not be larger than 4 cases wide or 4 cases high.

Good Example:



Poor Example:



**1. POS must match the products being displayed.**

**NEW:** We will now require all promotional displays to have an ISLD-approved sale sign printed on 8.5 X 11, 65LB card stock, or 8.5 X 5.5 for Racks. Below is what the sign will look like. This change was necessary to maintain consistency across the division and was designed to improve the overall value message to our consumers. Any additional signage around brand or community messaging will be communicated if approved in advance of the display build.



2. All cases used in displays should be full or empty. If empty cases are used, the boxes must be labeled as ZERO. No partial cases are to be used.
3. No incentives are to be given to ISLD employees with the intent to achieve improved merchandising or additional product displays.
4. All conflicts regarding the Merchandise Display Policy between the Store Manager and Supplier Reps. They should first discuss this with each other to find a resolution. If unsuccessful, the conflict will be resolved by the store's District Manager. If a resolution is not reached, the District Manager will refer the dispute to the Deputy Director, who will make the final decision regarding the conflict.
5. Display Spacing must allow for a minimum of a 3-foot walkway.
6. Multi-brand POS cardboard bins will not be allowed in stores.
7. Due to limited store storage space, the supplier reps/brokers will remove all racks and display materials within 7-10 days of the promotion's end. (These are the property of the Supplier and may not be taken by Store Employees or given away to customers)
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. The Director of the ISLD only reissues a suspended permit.

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**New Items Racks** have been designated as placeholders 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” or “N” 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 carry the right product mix across all ISLD stores. After the review, a new planogram (POG) will be sent to all stores for execution within 30 days. All **Regularly** listed items are expected to 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. When a product has multiple facings, shelf tags should be placed to the left of the product. This allows associates to identify the proper number of shelf facings when stocking. It also supports customers' natural tendencies to read from left to right. Do not cover out-of-stock products with other products or pull tags off the shelf. It is essential to maintain shelf-set integrity for overall customer satisfaction. Soldiers shoulder to shoulder and facing forward. NO GAPS or Loose space.



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### **Mini Rounders:**

These displays should be used for \$1.00 minis. When \$1.00 Minis are unavailable, you should fill the rack with faster-selling 50 MLs—do not leave the rack empty.



### **Gift Set Centers:**

These have been designed as event centers, places for VAPS, and creative merchandising. They are not to be used for Closeouts or Special-Order Products.





If there is a time when the store doesn't have gift sets- The center can be used for Rare Whiskey allocations – Special Barrel Releases, etc..



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

The “New Item” overlays should be used on all new items for the first 60 days they are placed on the shelf. Do not use it on the New Spirits Rack.

We are updating these overlays to read “New Item” and are removing the “MixBlendEnjoy” branding.



I’m an Idaho Spirit overlay should be used for **ALL Local Products** (Idaho Only) and should be added either to the shelf or the Regional Rack to identify those products made in **Idaho ONLY**



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**\*If you are unsure what products are made in Idaho, you can reference the Locator. The origin is included in the product description.**

**Clearance Tags are designed to fit over Sale Tags to clearly indicate the discount. Handwritten labels are not permitted in the store environment.**



### **Racks and Trains:**

All promotional racks should be approved by the DD or District Manager or be included in the promotional display planning for a specific period. The display should be kept full and must have a Sale Sign

### **Blueoco Rack-**

These racks should be kept full, and every item should have a price tag. Please be sure to follow the POG and use the current order guide located on SharePoint. These barware items are great basket builders and give our customers a little extra delight during their shopping trip!

### **U-Line Racks- Sometimes called Trains**



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These racks are primarily used for Mixers and RTDS. However, we have occasionally moved Liqueurs or Rums to the floor to expand fast-growing categories on the shelves. These racks should be treated the same as your in-line shelves. You should tag to the left of the product, the racks should be clean, and products should be full and pulled forward daily.



### **Door Signs:**

All Stores should have a clean appearance for customers as they enter. This is the first impression of your store, and it sets the standard for **yours** and **our expectations** of what the customer should expect while they are guests in the store.

All Stores should have:

Hours of Operation cling

Must be 21 to enter cling

Pregnancy Banner

Shoes and Shirts cling

Hiring Poster – If you're hiring



**\*NO OTHER POSTERS OR SOLICITATIONS OF ANY KIND SHOULD BE ON THE DOOR UNLESS APPROVED BY THE DEPUTY DIRECTOR.**