
Merchandise Display Standards



2026

Idaho State Liquor Division
Authored by: Sally Ray

We aim to enhance our stores' consumer focus, deliver a clean, unified look across all our ISLD locations, and implement customer-centric merchandising policies and concepts.

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



Programming Display Guidelines

The Idaho State Liquor Division continually updates its merchandising strategies to elevate the shopping experience for our customers and strengthen our business initiatives. This section outlines how display programs work, what's expected during each promotional period, and how to align execution consistently across all stores.

Display Periods & Scheduling

To maintain consistency and planning efficiency, ISLD display programs follow a set schedule throughout the year:

- **February–October: 30-day display programs**
- **November–December: Combined 60-day holiday display period**

This schedule allows stores to clean, reset, and refresh floor displays regularly while maximizing promotional opportunities.

Store Participation & Planning

- **Store Participation:** Stores are expected to participate every month and will be responsible for ordering their own display inventory for activation.
- **Display Selection:** Choose the approved displays that best fit your store's sales trends and available space. Each DM submitted the total number of displays each store could support.
- **Portal Confirmation:** Confirm the displays you will be activating through the Employee Portal before each promotional period.
- **Order Dates:** Once displays are confirmed, you'll receive a designated order date for that program. Please order the display product with your assigned freight order. This will ensure the warehouse is staffed accordingly, and the sale prices are reflected correctly in the cost of goods.
- **Display Quantities:** Please order 30 days of inventory to cover the display and shelf. Floor stacks should be a minimum of 4 high
- **Display Timing:** The Display product will arrive once the promotional discount is active.

- **Broker/Supplier Reps:** The procurement team will share the list of stores that are participating in the display(s) affiliated with their portfolio to plan time to build at select stores.

Display Setup & Maintenance

- **Setup Timeline:** Displays must be built within the first seven days of the promotional period.
- **Removal Timeline:** Displays should stay full throughout the program and not come down more than 48 hours before the end of the program. This goes against the reduced cost agreement we have made with our supplier partners. It is our obligation to maximize the exposure and sales opportunities throughout the promotional window. 1-2 days allow for plenty of time for cleaning, floor resets, and preparation for the next cycle.
- **Product Staging:** Store teams are responsible for staging display products in the assigned location the day before the reps arrive to build. **The Broker Rep is responsible for scheduling building dates with the store manager via email.**
 - Staging ensures Broker and Supplier Representatives can efficiently build displays.
 - If staging is not completed, brokers may leave price cards, and the store team will be responsible for completing the display setup.

Communication & Notifications

- Stores will be able to reference approved displays on the Employee Portal and will receive a notification 60 days before each promotional period with details about approved displays.
- After confirming displays in the Portal, stores will receive the required order date to place display orders. Please make a calendar reminder.
- Following the schedule helps prevent product shortages and allows the warehouse to plan for increased volume.

Best Practices

- Review past sales performance when selecting which displays to feature.
- Select the top-selling displays for your store each month.
- Keep display areas clean, well-stocked, and easy to shop throughout the promotional period.

Floor Displays

1. Each display will include specific, pre-approved items only.
 - All items placed on the floor must be discounted.
 - All multi-brand displays must contain all participating products.
 - Any exception to this guideline will be communicated through the Employee Portal and may include Gift Sets or Allocated Items from the same brand family.
2. Displays should not exceed **4 cases wide or 4 cases high**.

Good Example:



Poor Example: Bottles should never be loose on top of cases, or wider than four cases.



3. All point-of-sales (POS) materials must match the products being displayed.
 - All promotional displays must include an **ISLD-approved sale sign** printed on 8.5x11" 65LB cardstock (or 8.5x5.5" for racks).
 - This standard ensures consistency across the division and strengthens our overall value message to consumers.
 - Any additional signage for brand or community messaging must be **pre-approved** before display setup.
4. All cases used in displays must be **full or completely empty**.
 - If empty cases are used, they must be clearly labeled "ZERO."
 - Partial cases are **not allowed**.
5. No incentives may be given to ISLD employees for the purpose of improving merchandising or gaining additional product displays.
6. Any conflicts regarding the Merchandise Display Policy between a Store Manager and Supplier Representative should first be discussed directly between the two parties.
 - If unresolved, the issue will be escalated to the **District Manager**.
 - If still unresolved, the **Deputy Director** will make the final determination.
7. Display spacing must allow for a **minimum 3-foot walkway**.
8. Due to limited store storage space, supplier representatives or brokers must remove all racks and display materials **within 7–10 days** after the promotion ends.

- These materials remain the property of the supplier and may **not** be taken by store employees or given to customers. Call your district manager for guidance on the racks remaining in your store.

9. Supplier representatives or brokers who fail to follow policy or engage in inappropriate conduct may have their store entry permits suspended.

- Only the **ISLD Director** may reinstate a suspended permit.

Store Fixtures & Category Management

New Item Racks

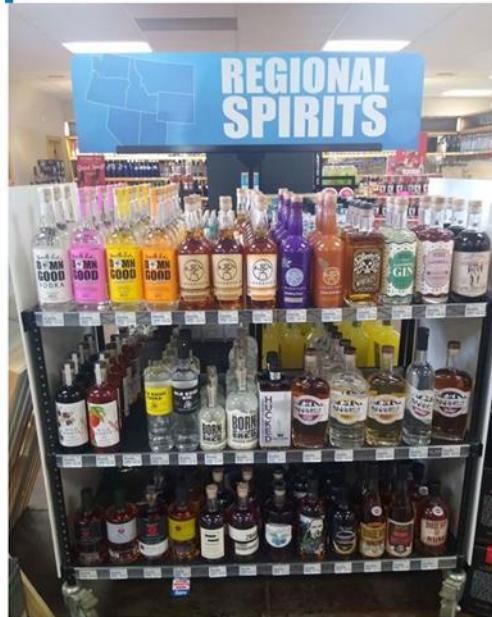
- Designated as placeholders for new products.
- All new items should be incorporated into the category shelf set **within 60 days**.



Regional Spirits Racks

- Highlight local and regional products listed with an "L" or "N" code that do not yet warrant regular shelf space due to slower sales volume.

- Items with an “R” code should be placed on the shelf per the current planogram (POG).
- *Regional* includes all states bordering Idaho



Category Sets

- Each category will be reviewed annually to ensure the appropriate product mix across all ISLD stores.
- Updated planograms (POGs) will be sent to stores and must be implemented **within 30 days**.
- All regularly listed items must be placed according to the planogram.
- Space is provided in each set for **Limited-listed** items meaningful to your store.
- Follow price flow philosophy: **base product to the left, flavors to the right**.
- The layout could change based on the number of shelves dedicated to the category store.



Shelf Tagging Standards

- Every product must have a price tag.
- For products with multiple facings, place the shelf tag **to the left** of the product.
- Do not remove or cover tags, even when out of stock.
- Maintain shelf-set integrity:
 - Products shoulder-to-shoulder, facing forward.
 - No gaps or loose spacing.
- Order new shelf labels when completing a category reset by emailing **pricing@liquor.idaho.gov**.

Mini Rounders

- Use for **\$1.00 minis**.
- If \$1.00 minis are unavailable, fill with other fast-selling 50ML products.
- Do not leave racks empty.



Gift Set Centers

- Designed for **VAPs, event centers, and creative merchandising.**
- Not for closeouts or special-order products.
- If no gift sets are available, use for **Rare Whiskey Allocations, Special Barrel Releases, or similar high-value items.**



Shelf Tag Overlays



- **New Item Overlay:**
 - Use over regular tag on all new items for their first 60 days on the shelf.
 - Do **not** use on the New Spirits Rack.
- **I'm an Idaho Spirit Overlay:**
 - Use over the regular shelf tag on all **Idaho-made** products, either on shelves or the Regional Rack.
 - Unsure if a product qualifies? Check the Locator—origin is listed in the product description.
- **Special Release Overlay:**
 - Use over the regular shelf tag to highlight limited-time or premium offerings.
 - Draws attention to One-Time-Only (OTO) or Special Release items placed in-line next to regularly stocked products.
- **Clearance Overlay**
 - Use over the Sale tags to ensure customers can see the savings.
 - Do not handwrite Clearance tags.

Racks and Trains

- All Promotional Racks must be **approved by the Deputy Director or District Manager** or included in pre-approved promotional plans.
- Displays must remain full and include an ISLD sale sign.

Blueoco Rack

- Keep full and properly tagged.
- Follow the planogram and order guide on SharePoint.
- Great basket-builders that add delight to the customer experience.



U-Line Racks (Trains)

- Primarily used for Mixers and RTDs, though occasionally used for Liqueurs or Rums.
- Treat these racks as in-line shelves:
 - Tag to the left of each product.
 - Keep clean, full, and faced forward daily.

BuzzBallz Rack

- Keep fully stocked with all flavors represented.

Door Signs & Store Appearance

Your store's entryway sets the tone for the customer's experience. Maintain a clean, consistent appearance.

Required Door Signage:

- Hours of Operation cling
- Must be 21 to enter the store cling.
- Pregnancy Banner
- Shoes and Shirts Required cling
- Hiring Poster (if applicable)



No other posters or solicitations of any kind may be displayed without written approval from the Deputy Director.