

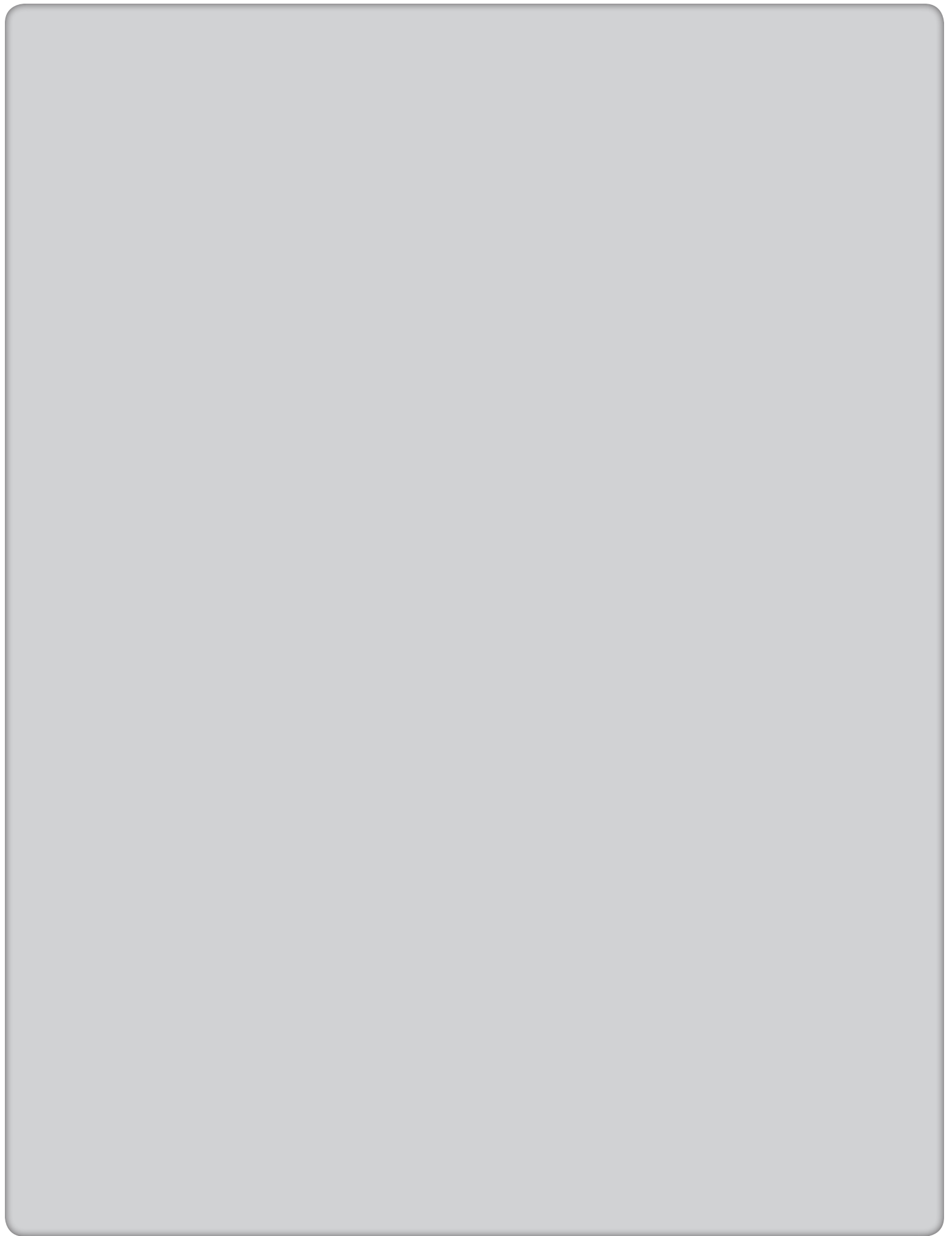
# RETAIL SALES & MERCHANDISING STANDARDS MANUAL



EXPECTATIONS: ALL STORES ARE TO BE MERCHANDISED TO STANDARDS.

ALCOOL • NB • LIQUOR



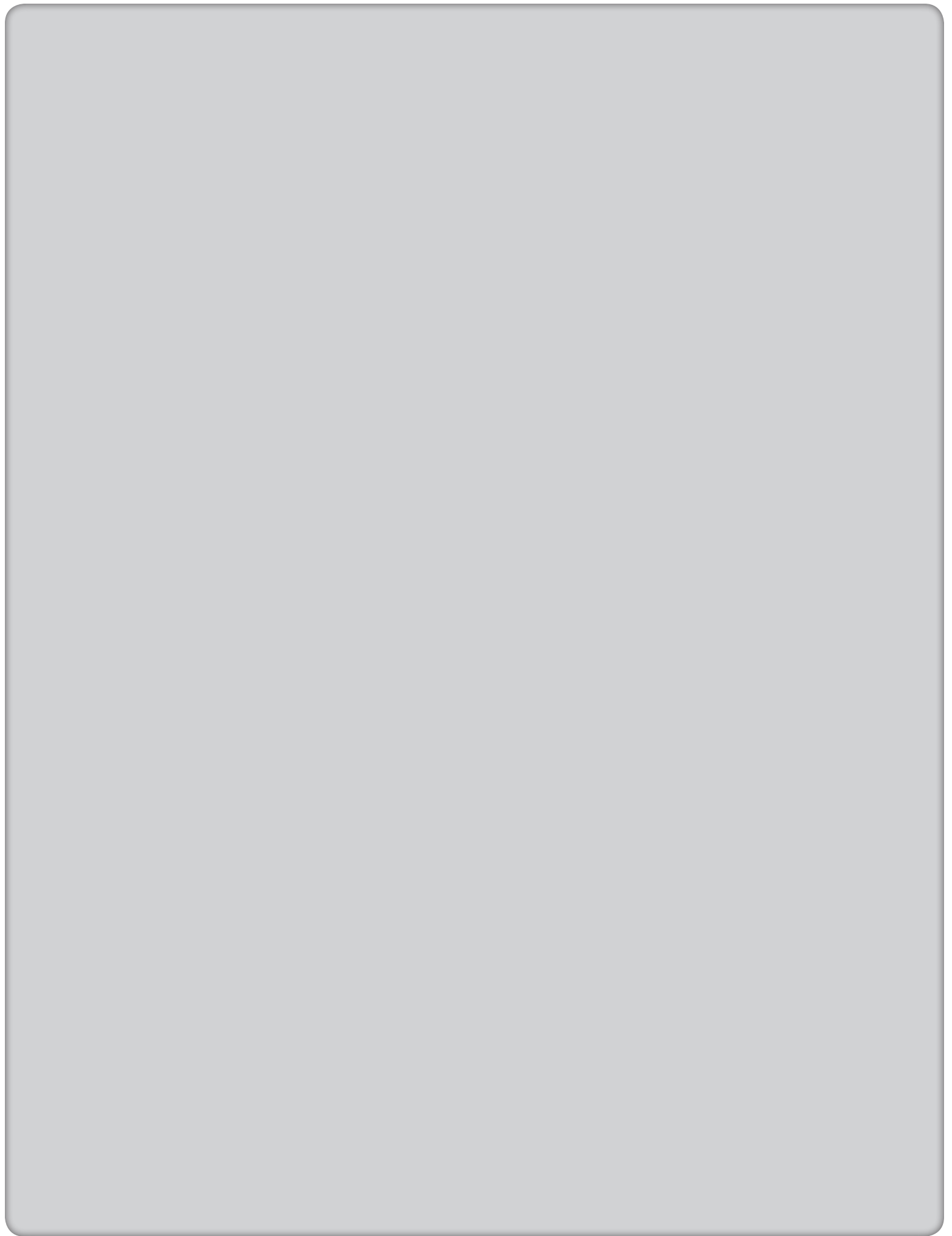






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# LISTING TYPE DEFINITIONS & MERCHANDISING RULES

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# LISTING TYPE DEFINITIONS

## GL, CS, TP

### GENERAL LISTING (GL) DEFINITION:

- Products that are considered to appeal to a large cross section of the buying public and have reasonable sales expectations in the majority of stores will be considered for a General Listing.

### CORE SPECIALTY (CS) DEFINITION:

- Products that the Corporation deems to be essential in order to offer a complete and appropriate product portfolio to the public may be granted a Core Specialty Listing.

### TRANSITIONAL PRODUCT (TP) DEFINITION:

- Represent a brand that is available to all stores and has been granted a listing subject to specific conditions agreed to by the Corporation.

### MERCHANDISING:

- GL, CS, TP listings will be shelved and planogrammed within the mainline shelving sections of the store.
- Products with special location instructions will be identified in the Product Release Bulletin.
- Discontinued products will be communicated through a Discontinued Product Bulletin.
- GL-CS-TP will remain in the mainline until the receipt of a delisting notice at which time any stock would be moved to the “Last Chance”/Liquidation section of the store.



# LISTING TYPE DEFINITIONS

## SL, CF, WF, SF, BF

### SPECIALTY LISTING (SL) DEFINITION:

- Premium brands that are not allocated may have a cult following, and/or strong accolades. Products not expected to meet sales targets of the categories, but are needed to round out the portfolio.

### CLASSIC FEATURE (CF) DEFINITION:

- Products listed by ANBL that are limited or rare and as such may be reserved for release through ANBL's special release program may be granted a CF Listing.

### WINE FESTIVAL, SPIRITS FESTIVAL, BEER FESTIVAL (WF-SF-BF) DEFINITION:

- The Corporation may, in order to support various product festivals, grant products a Festival Listing status. These listings are of a temporary nature and apply only to a particular event. All Festival Listings will have their life cycle determined at the time of listing.

### MERCHANDISING:

- SL or CF listings will be shelved on the Nesting Table or in the specialty area of the store. They will remain in the nesting table area until either the stock is depleted or until the receipt of a delisting notice at which time any stock would be moved to the "Last Chance" section of the store.
- Merchandise WF-SF-BF on a dedicated fixture not in the mainline area.

# LISTING TYPE DEFINITIONS

## EP

### **EXPERIENCE PROGRAM (EP) DEFINITION:**

- Brands that have been selected for participation in the Experience Program are not allocated but fill a need in the portfolio and/or have a cult following and/or strong accolades. EP products will be ordered as a one-time purchase and will be distributed to key stores at the discretion of Category Management.

### **MERCHANDISING:**

- These products are to be displayed on their assigned 4-Way shop around, they are not to be merchandised in mainline. : \*Under development & review

# LISTING TYPE DEFINITIONS

## LL

### **LICENSEE ONLY PRODUCTS (LL) DEFINITION:**

- Products that are available to the Licensee community exclusively.

### **MERCHANDISING OF LL PRODUCTS:**

- These products are not to be displayed in the public area of the store.

## LP

### **DEPOT STORE ONLY PRODUCTS (LP) DEFINITION:**

- Products that are only available at our Depot Store location.

### **MERCHANDISING OF LP PRODUCTS:**

- These products are only for our Depot location, these should be merchandised according to the depot standards.

# LISTING TYPE DEFINITIONS

## TL

### TEMPORARY LISTING (TL) DEFINITION:

- Products that are seasonal in nature, available only for a limited time or are a volume opportunity available as a onetime buy.
- Recent examples of TL's;
  - Wolf Blass Red Label 1-litre
  - Beaujolais Nouveau
  - Summer Whites & Roses
  - Governor General Rum 1.75-litre
  - Beer OTO's

### MERCHANDISING:

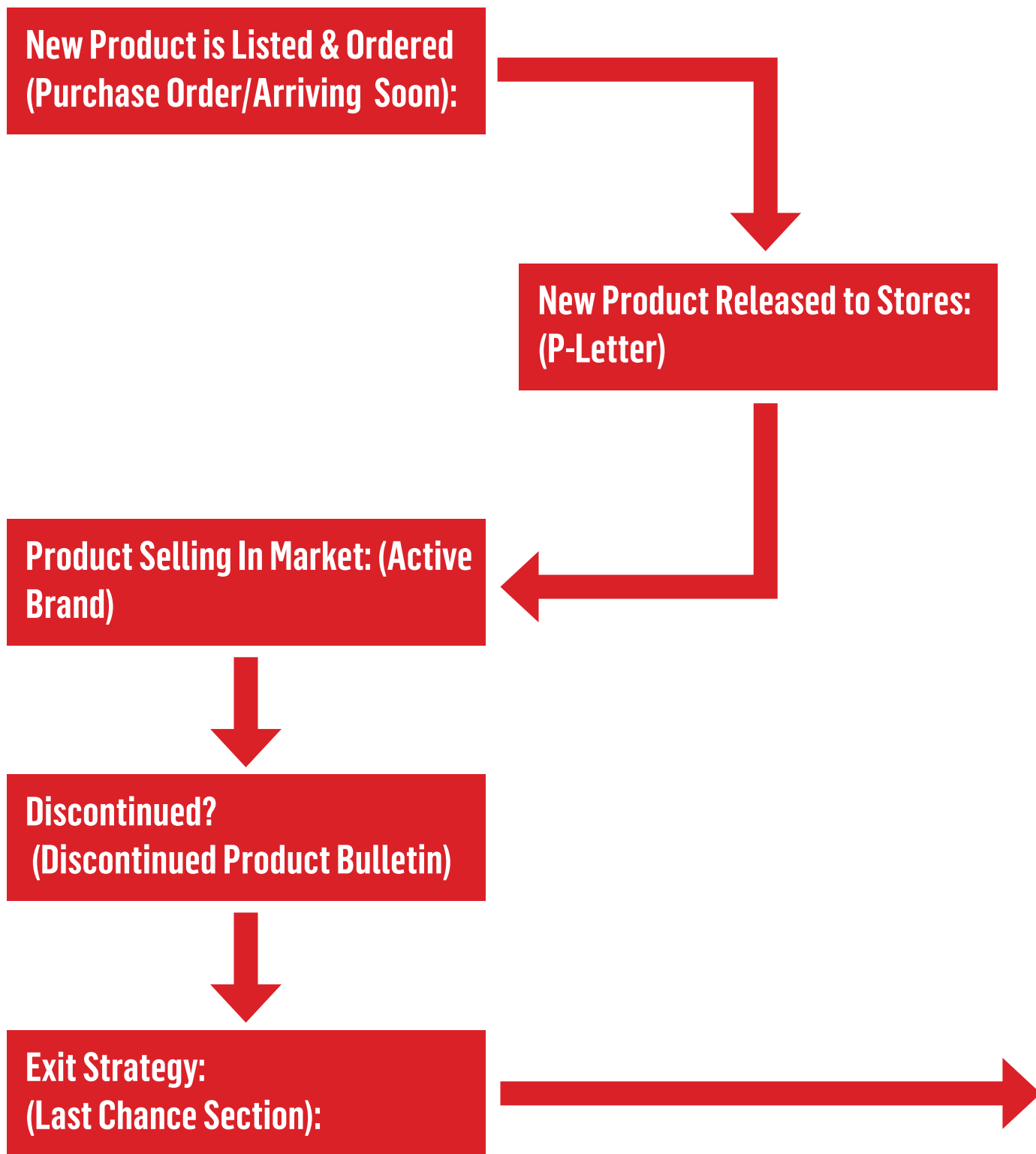
- TL listings would be displayed as a cut case within the power aisle or other high traffic area of the store.
- Beer TL's would be displayed in the most visible, highest traffic area of the cold room, unless directed otherwise by Marketing.
- Special offer TL's may have other instructions on a case by case basis that would be communicated upon release of the product. \*TL's are not to be placed in the mainline sections of the store

# PRODUCT LIFECYCLE MANAGEMENT

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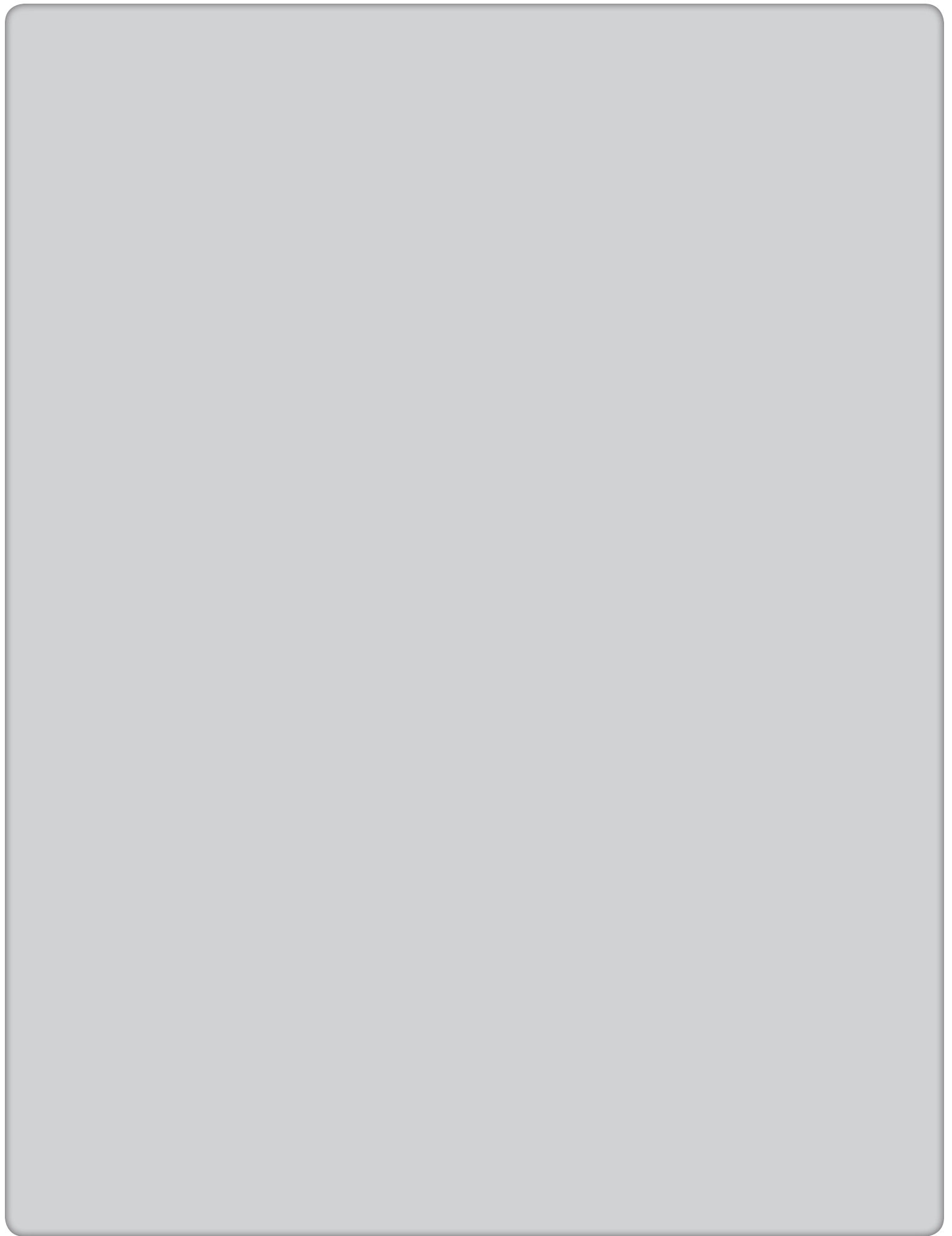
# PRODUCT LIFECYCLE MANAGEMENT



# PRODUCT LIFECYCLE MANAGEMENT

- Review product movement in your store and move slow moving brands to “last chance” to make room for new listings. (All stores except for “A” banner)
- Do not use 4-way shop around for liquidation items, any other merchandising material can be used.
- Establish a “last chance” area and keep it there. (It will become a destination)
- Not to be displayed in prime selling location.
- Next to the Manager's office is an ideal location, if feasible.



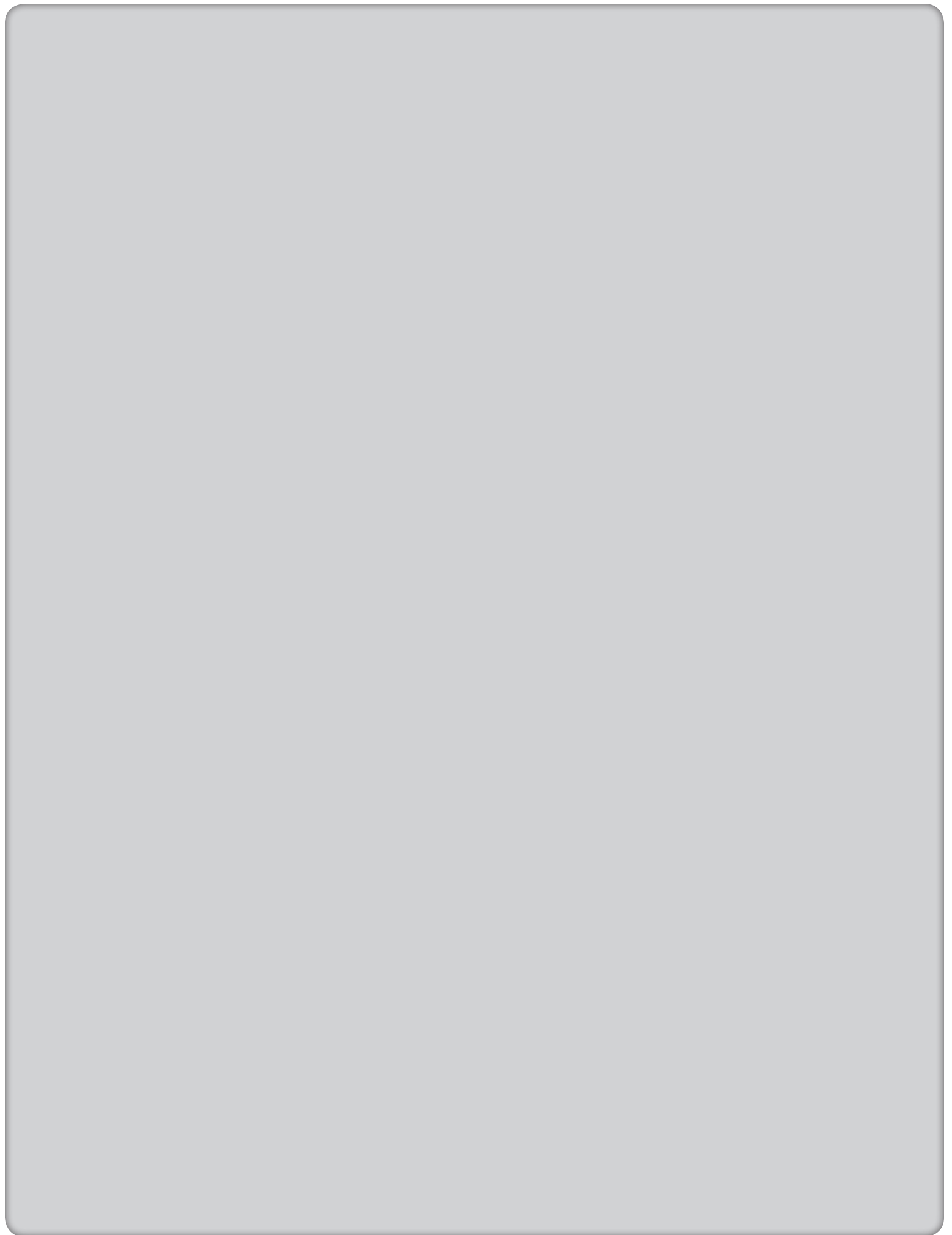




# DISPLAY LOCATION PRIORITY

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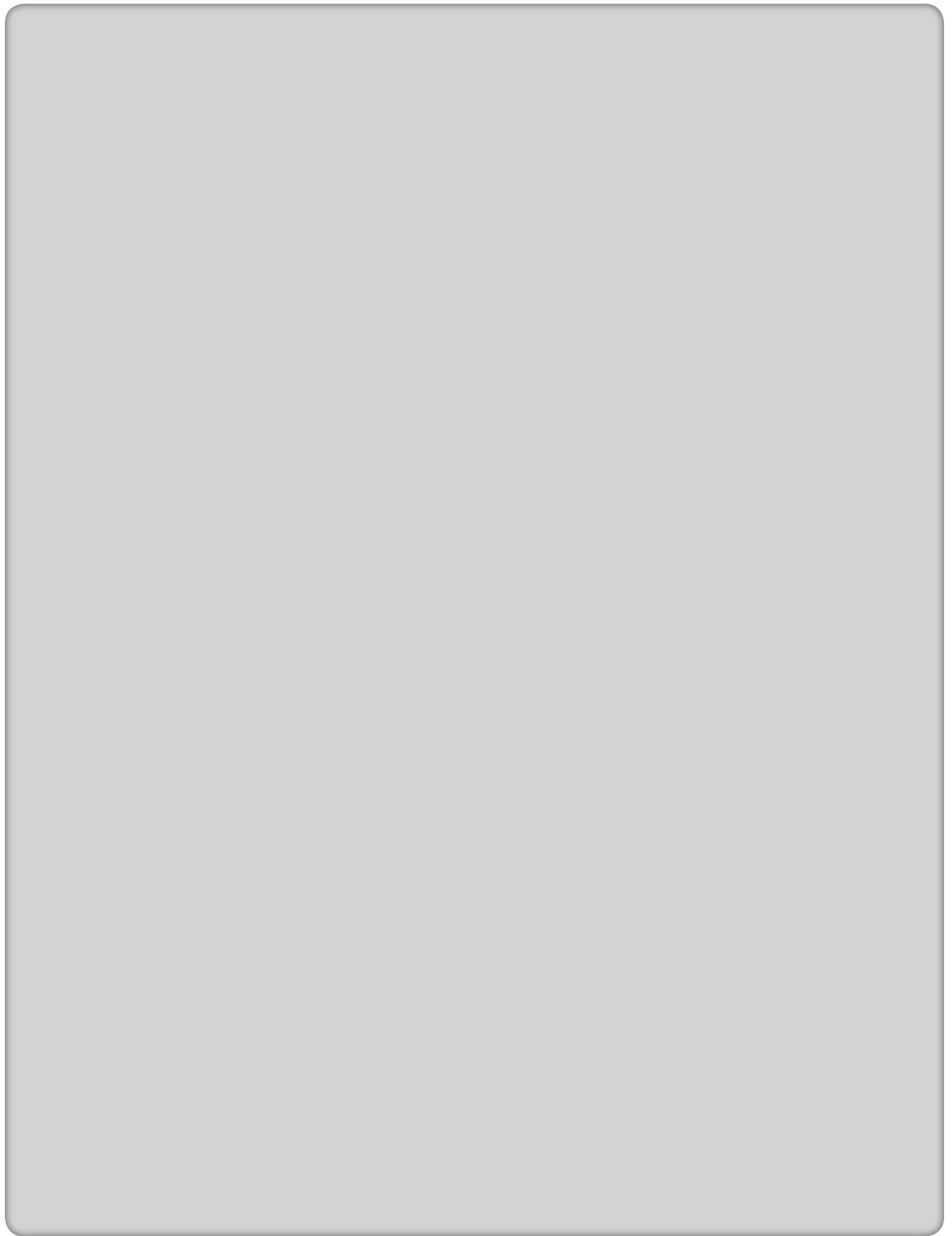




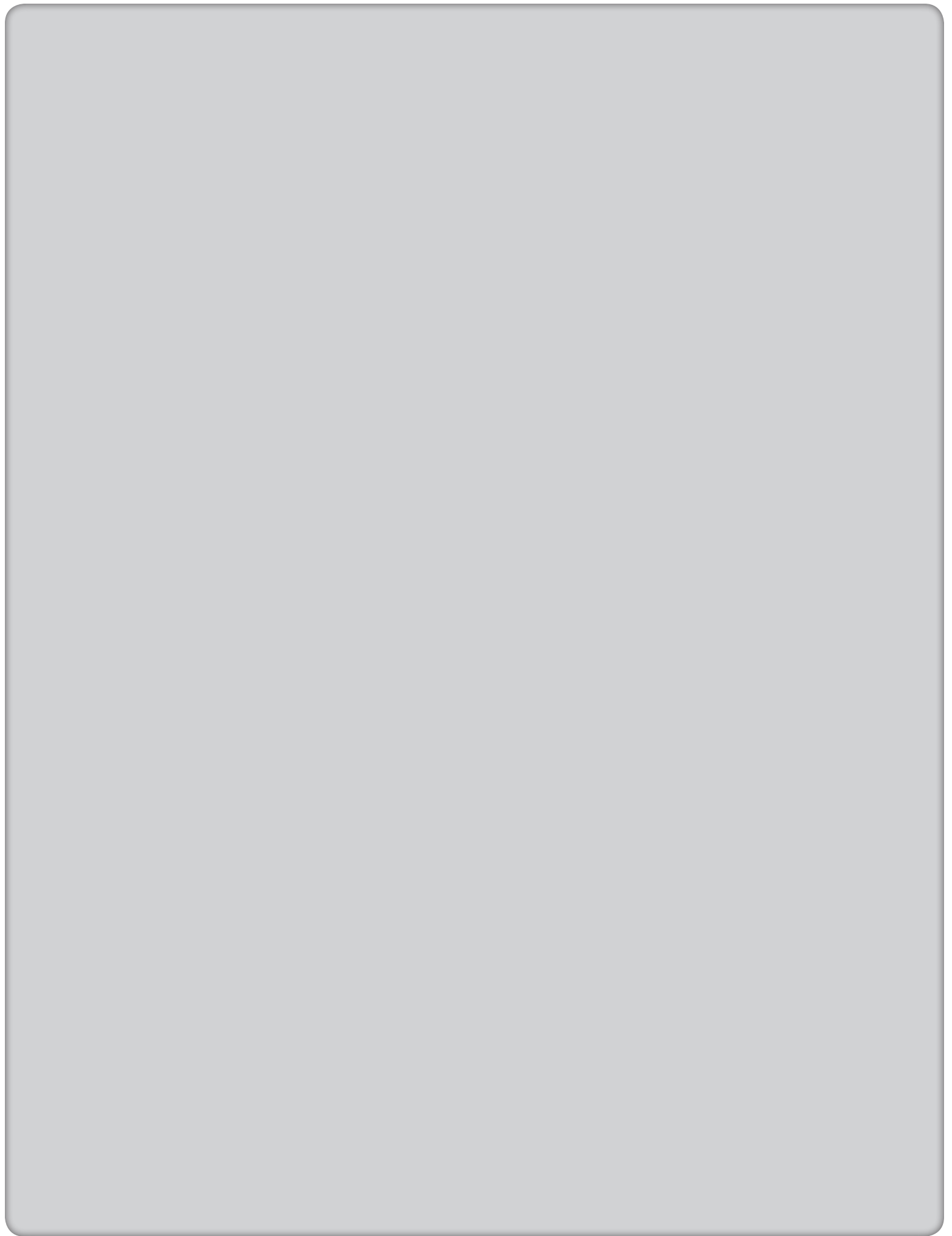
# DISPLAY LOCATION PRIORITY

1. "Group FA" Display goes in prime location in store.
2. All "ANBL" Booked displays get the next best spots.
3. Supplier booked displays get the next best spots.
4. Manager's Choice get the least favoured spots.

The above is the order of priority unless otherwise directed by Category Management & Marketing.



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# MERCHANDISING & MAINTAINING COLD AREAS

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- COLD DOORS
- COOLER AT CASH
- COLD ROOM



# MERCHANDISING & MAINTAINING COLD AREAS

## COLD DOORS

- This is a secondary location for product
- Customers buy out of the cold doors because they want chilled wine
- Filled & Chilled
- NO HOLES! If a product is out of stock and has a position in the cold doors, replace it with another product





# MERCHANDISING & MAINTAINING COLD AREAS

## COLD DOORS

### STANDARDS

- **MINIMUM PRICE POINT:** \$13.99 (regular retail)
- 6-up shelf talker facing upwards. (see photo)
- **FACINGS:** 750ml – 3 Facings minimum for 750ml. 2 facings minimum for 1.5L and 2L.
- Larger bottles to be merchandised on bottom shelf.
- **ASSORTMENT:**
  - Top sellers.
  - New product.
  - Margin advantage.
- No empty positions. Appropriate holding power.
- 3L and 4L boxed wines are not to be merchandised in the cold doors.

### MAINTENANCE

- **FILL TIME: MORNING & NIGHT**
  - Fill from the back.
  - Do not fill with the product on the shelf.
- **ASSORTMENT REVIEW:** Varietals, Bubbly, Roses, Larger Sizes, Local or Seasonal Favorites, New Products.
- Ensure “order up to days” are appropriate for products in cold doors. To adjust “order up to days” please refer to the GP user manual.
- **POSITIONING:** Eye level, best sell. More dollars

# MERCHANDISING & MAINTAINING COLD AREAS

## COOLER AT CASH

- This is a secondary location for product
- Offer impulse items, last chance to add to the basket!



# MERCHANDISING & MAINTAINING COLD AREAS

## COOLER AT CASH

### STANDARDS

- OBJECTIVE: Value add items that are chilled.
- FACINGS: Lessen the selection, this an impulse.
- Front facing cooler (9 products) Side facing cooler (6 products)
- Bin tags only unless on LTO. 6-up shelf talker facing upwards (see photo). Don't place LTO tags on bottom shelf
- Products blocked not waterfall
- No Empty Positions. Appropriate Items. Chilled & Filled Always.
- All fridges should be set up the same to allow access on busy and lesser used lanes.

### MAINTENANCE

- FILL TIME: MORNING & NIGHT. CASHIER DUTY
- ASSORTMENT REVIEW: As booked by marketing, if no program booked, product selection is to the discretion of the manager.
- POSITIONING: Lessen clutter. Quick selection of impulse items.

# MERCHANDISING & MAINTAINING COLD AREAS

## COLD ROOM

PRIMARY LOCATION FOR  
COLD BEER AND COOLERS



# MERCHANDISING & MAINTAINING COLD AREAS

## COLD ROOM

### STANDARDS

- Zone Concept
- Positioning of OTO
- Single Serves – When left on the tray they must have the front of the case cut to the base of the shelf.
- Imported Beer
- Craft & Specialty
- New Brunswick Products
- 8-Pack carriers must be visible where singles are sold.

### MAINTENANCE

- FILL TIME: Daily while doing the Merchandising Checklist. Ordering, filling, cleaning, moving pallets and rotating products.
- ASSORTMENT REVIEW: Continuous, By Period at minimum, Discontinued or New Products
- ORDERING: LTO, OTO, Seasonal
- POSITIONING: Cold room zone standards
- PRICING: Installed and correct Pricing library or bin tags Shelf talkers

# MERCHANDISING & MAINTAINING COLD AREAS

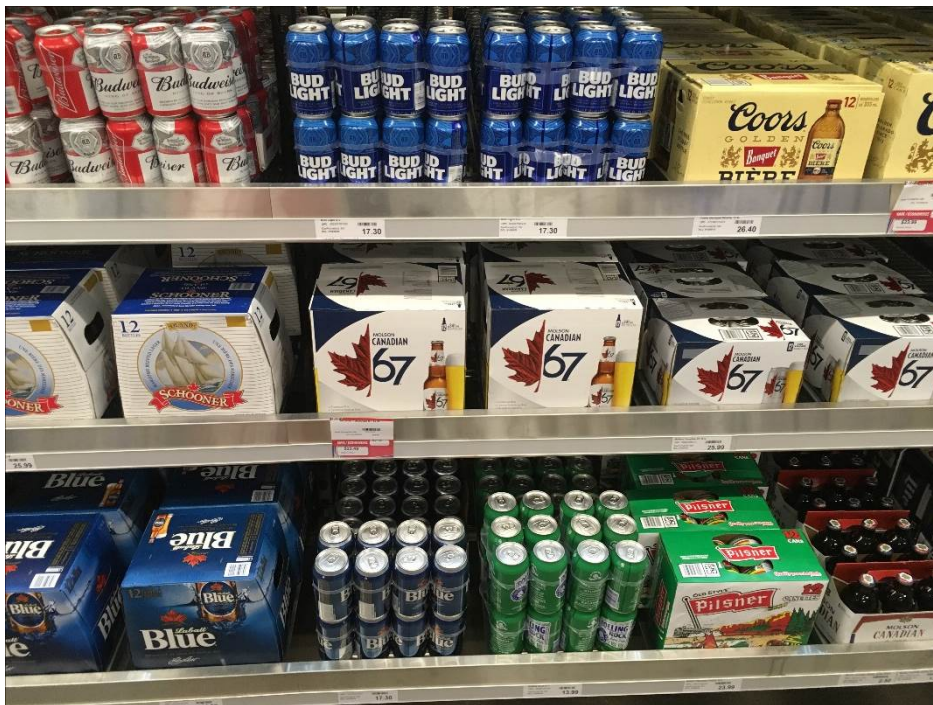
## COLD ROOM ROLLING RACK

### STANDARDS

- All Products are to have a 16-up bin tag, left justified.
- LTOs are to have a 6-up shelf talker facing up. (No 2-up)

### MAINTENANCE

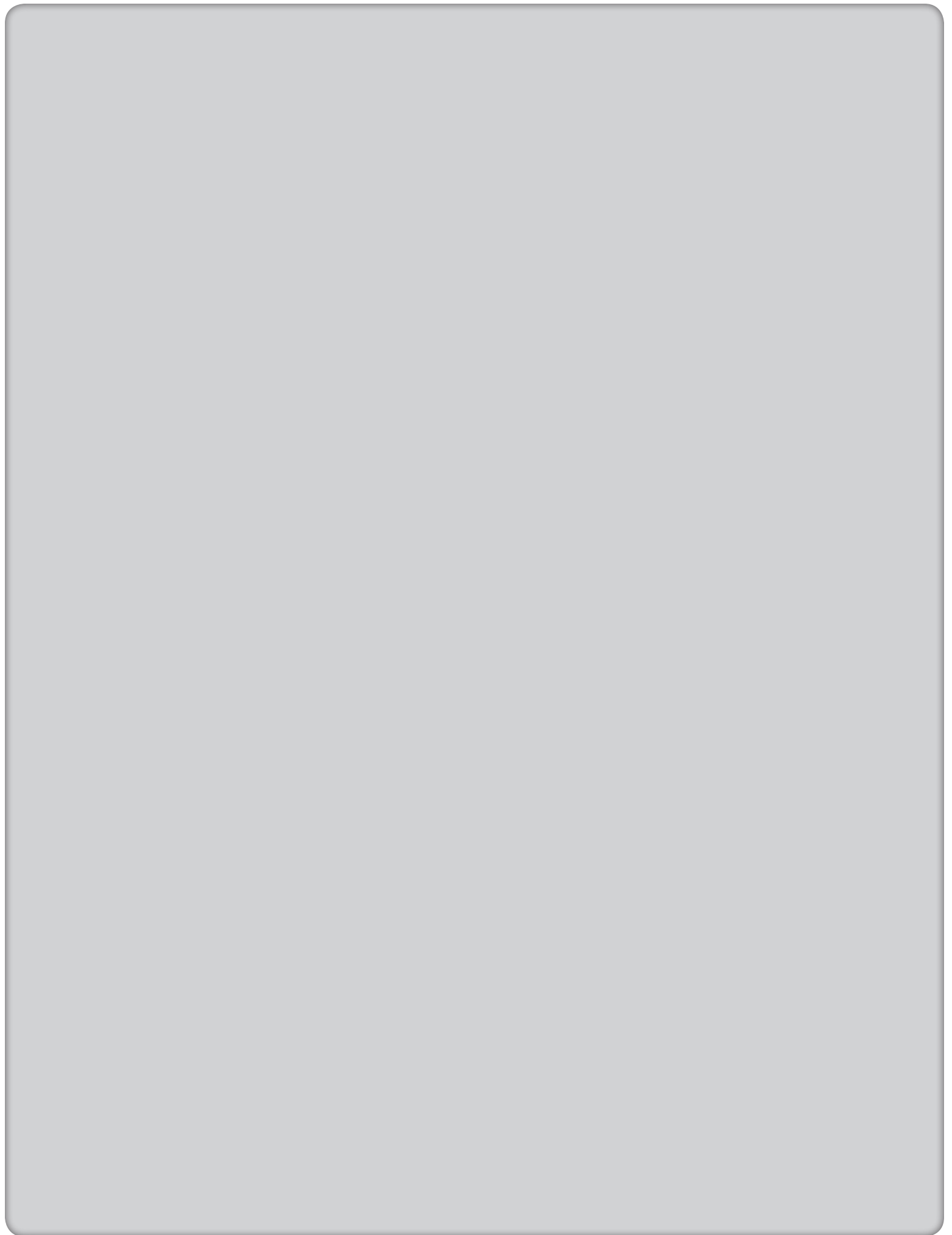
- Always fill from the back.
- No POS above the Rolling Rack.





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# MERCHANDISING & MAINTAINING THE MAINLINE RETAIL

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# MERCHANDISING & MAINTAINING THE MAINLINE RETAIL

- All shelves are to be filled each day before face time and faced continually throughout the day.
- All shelves and displays are to look full at all times by employing a vigilant facing routine throughout the day and especially during face time.
- FACE TIME is approximately 3:30p.m-7p.m.



# MERCHANDISING & MAINTAINING THE MAINLINE RETAIL

## MAINLINE RETAIL

### STANDARDS

- Three facings minimum
- All labels facing out
- Ensure on-packs are rotated to the front
- Always pull bottles forward from the far back.
- Bin tags left justified
- Chilled and Organic products identified
- Warehouse out of stock products should be identified with “arriving soon” shelf talker, facing up and not covering the bin tag.
- If it is a new product that is on your order, identify with a “new” shelf flag.
- Shelf flag goes to the right of the bin tag.
- 6-up shelf talkers only on mainline retail.

### MAINTENANCE

- All excess stock goes in the warehouse not on top of the bins or the floor.
- All shelves are to be filled each day before face time and faced continually throughout each day.
- All shelves and displays are to look full at all times by employing a vigilant facing routine throughout the day and especially during face time.
- Clean/dust shelves and bottles at optimal times

# MERCHANDISING & MAINTAINING THE MAINLINE RETAIL

## MAINLINE RETAIL

### ORGANIC



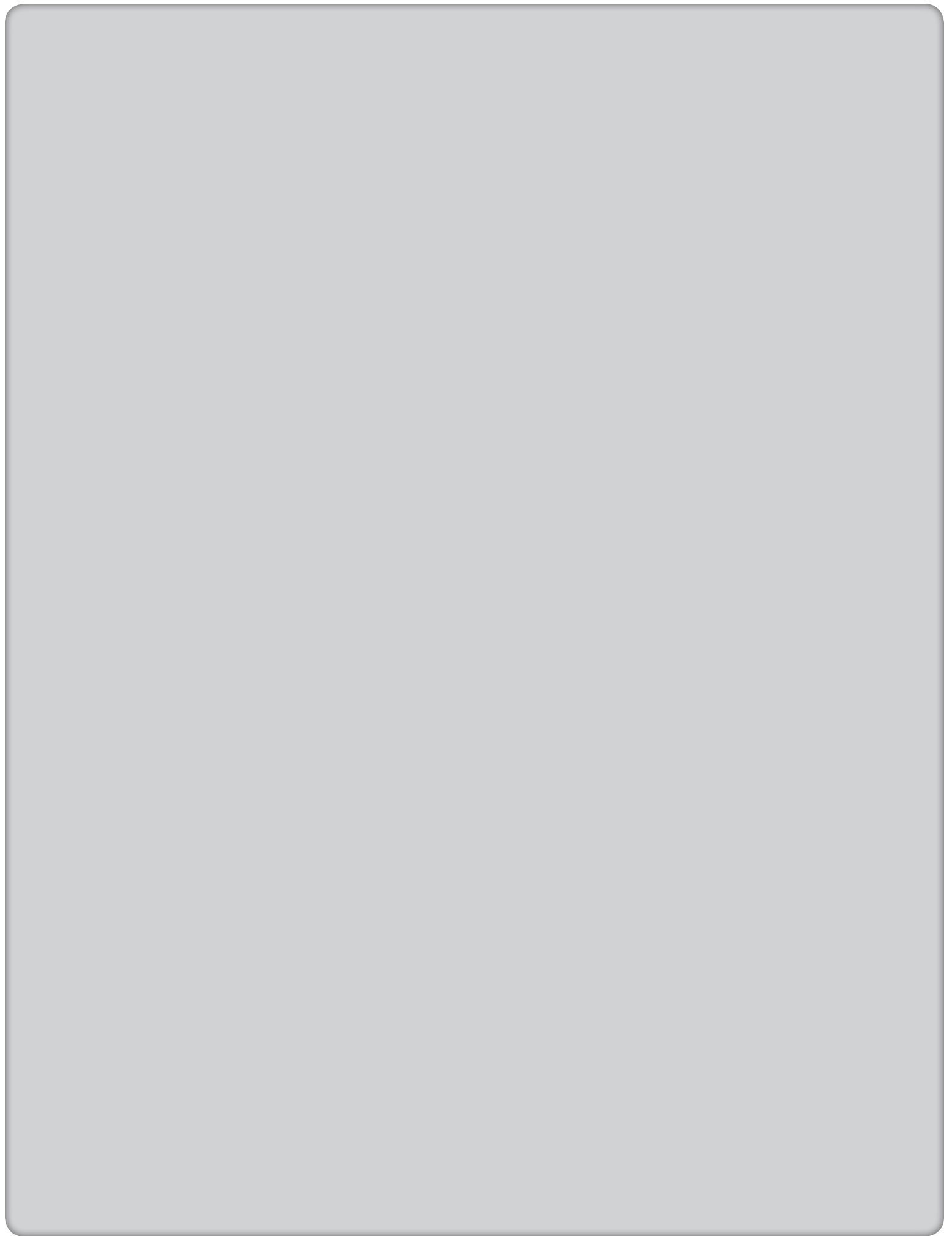
### CHILLED



### ARRIVING SOON



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# MERCHANDISING & MAINTAINING DISPLAYS

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- END CAPS
- CUT CASE
- WINGS
- POWER AISLE
- RATTAN BASKETS





# MERCHANDISING & MAINTAINING DISPLAYS

## END CAP

### END CAP DISPLAY AT THE BEGINNING OF THE PERIOD



### MINIMUM STANDARD/ END OF PERIOD



- All labels facing out
- All bottles shoulder to shoulder
- Offset the shelves if brand family is different (If your store's equipment permits)
- No competing product on the same end cap.
- 4 facings minimum (Under 750ml)
- 3 facings minimum (750 ml-1140 ml)
- 2 facings minimum (1.5L-2L)
- 1 facing minimum (above 2L)

# MERCHANDISING & MAINTAINING DISPLAYS

## END CAPS

### STANDARDS

- No competing brands on the same end cap
- All bottles shoulder to shoulder with no gaps
- Fill end cap from top to bottom
- If a product is out of stock, fill the hole with another brand from the same supplier and use a “feature” 6-up card.
- If End Cap display is cut case, cutting guide must be used.
- If End Cap shelving only has two shelves, the bottom of the display unit should be either empty from clutter or one full box of the appropriate product with one cut case on top of it should be displayed. (see pictures on following page)

### POS:

- Must have centered and proportioned backer card, if available
- 2-up pricer cards are only for end caps that are cut case, place on fourth case from the bottom or at equivalent height.
- Use 6-up shelf talkers only on end caps that are not cut case

### INVENTORY:

- Full month plus 15% lift minimum on first marketing order
- Order last week of previous period
- Where appropriate in larger stores, cut case “A” brands

# MERCHANDISING & MAINTAINING DISPLAYS

## END CAPS

### MAINTENANCE

- This is managed based on sell off
- Graphic boxes only on bottom shelf.
- Cut cases have to be a minimum of 4 cases high and a maximum of 5 cases.
- Put the products in the same order as they are shown on the backer card if possible.



# MERCHANDISING & MAINTAINING DISPLAYS

## CUT CASE

AS INVENTORY DEPLETES, OR FOR SLOW MOVING PRODUCTS, INTRODUCE COLUMNS.



2-UP PRICER CARD ON THE 4TH CASE FROM THE BOTTOM, OR EQUIVALENT HEIGHT.



APPROVED POS ONLY

# MERCHANDISING & MAINTAINING DISPLAYS

## CUT CASE

### STANDARDS

- Do not cut bottom case.
- Remove the dividers on the top 2 cases.
- Cutting guide must be used on all cut cases.

### INVENTORY:

- Hot Deals and bundle offers should have forecasted quantities on the floor by day 2 of the period.
- Manager's forecast or Marketing's forecast.
- Distributed by Store Inventory Specialist

### POS:

- 2-up pricer card goes on the fourth case from the bottom, or at equivalent height.
- Backer card proportioned to the size of the display must be used, if available.
- If a pricer card is provided, don't create more to overdo the display.
- Add generic backer card if no program-specific is backer card provided

### MAINTENANCE

- Minimum 4 cases high if no base.
- Maximum 5 cases high if no base.
- As inventory depletes, or for slow moving products, introduce columns.
- Only use plastic clips to display price. (No tape)
- Cardboard cross braces to be used between second and third case when the display is two rows or more deep to add stability. (See appendix).
- When cutting cases, make sure you are cutting with the sharp edge of the blade facing away from yourself and be aware of your surroundings.

# MERCHANDISING & MAINTAINING DISPLAYS

## WINGS

**FACING PERPENDICULAR TO THE END CAP DISPLAY, UNLESS THEY ARE PART OF THE END CAP, THEN THEY SHOULD BE FACING PARALLEL.**

**NO PRODUCT COMPETING WITH END CAP DISPLAY.**



# MERCHANDISING & MAINTAINING DISPLAYS

## WINGS

## STANDARDS

### POS:

- 2-up price card for cut case on the fourth case or at equivalent height.
- 6-up shelf talker for nesting table and column.

## MAINTENANCE

### INVENTORY:

- Minimum 3 cases high if not using nesting table or column, maximum of 4 cases high for cut cases



# MERCHANDISING & MAINTAINING DISPLAYS

## POWER AISLE

- Full rectangle No square
- Merchandise with the flow of traffic
- Cutting guide must be used on all cut cases.

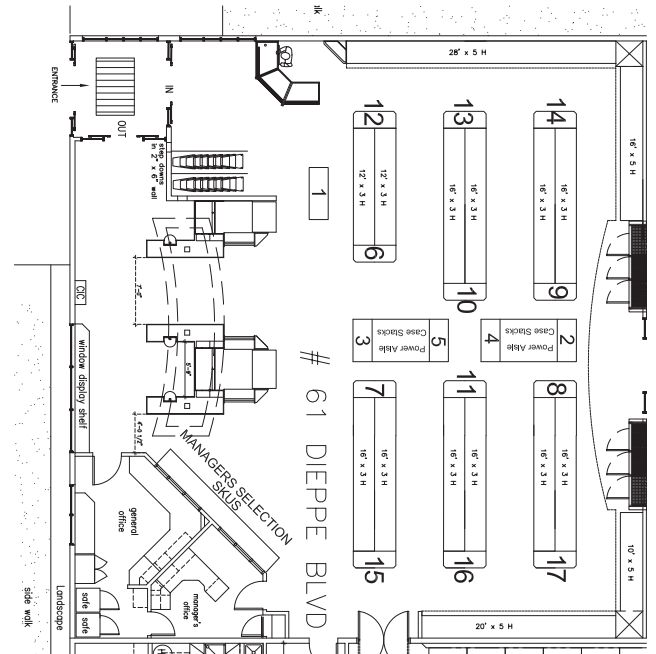
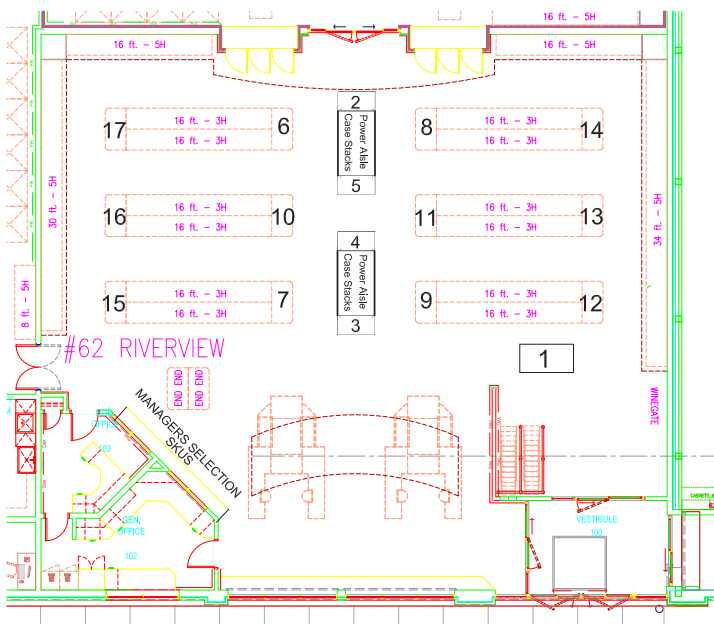
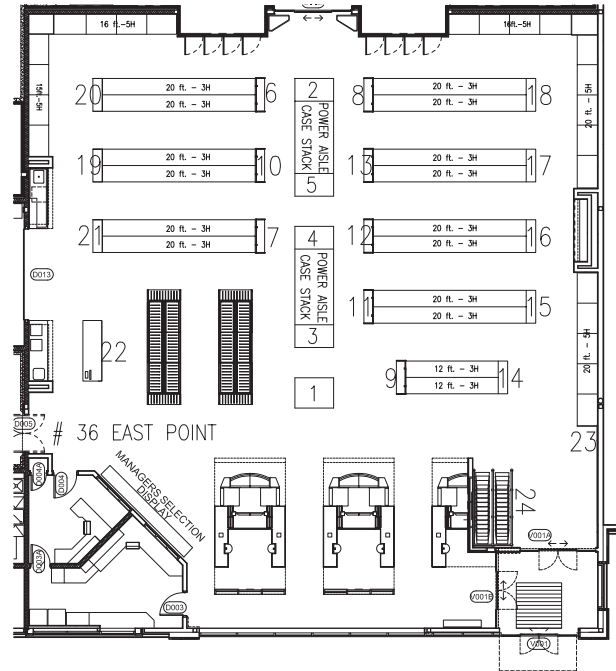




# MERCHANDISING & MAINTAINING DISPLAYS

## MARKETING LOCATIONS IDENTIFIED BY STORE

AND STRATEGIC POWER ISLE LOCATIONS NOW PART OF THE MARKETING SPOTS



# MERCHANDISING & MAINTAINING DISPLAYS

## COLD ROOM ENTRANCE

### STANDARDS

- No open areas in the middle of the display (Build from the center out and cut all cases to standard)
- No rounded displays. Rectangular or square
- Keep front display of power aisle shorter.
- Mostly cut cases for larger volume displays. (See cut case section)
- Keep cases shoulder to shoulder.
- Hot Deal & promos in highest impact area.
- No competing brands beside each other.
- Cold room entrance displays need to be squared.

### MAINTENANCE

- Cut case standards



# MERCHANDISING & MAINTAINING DISPLAYS

## RATTAN BASKETS

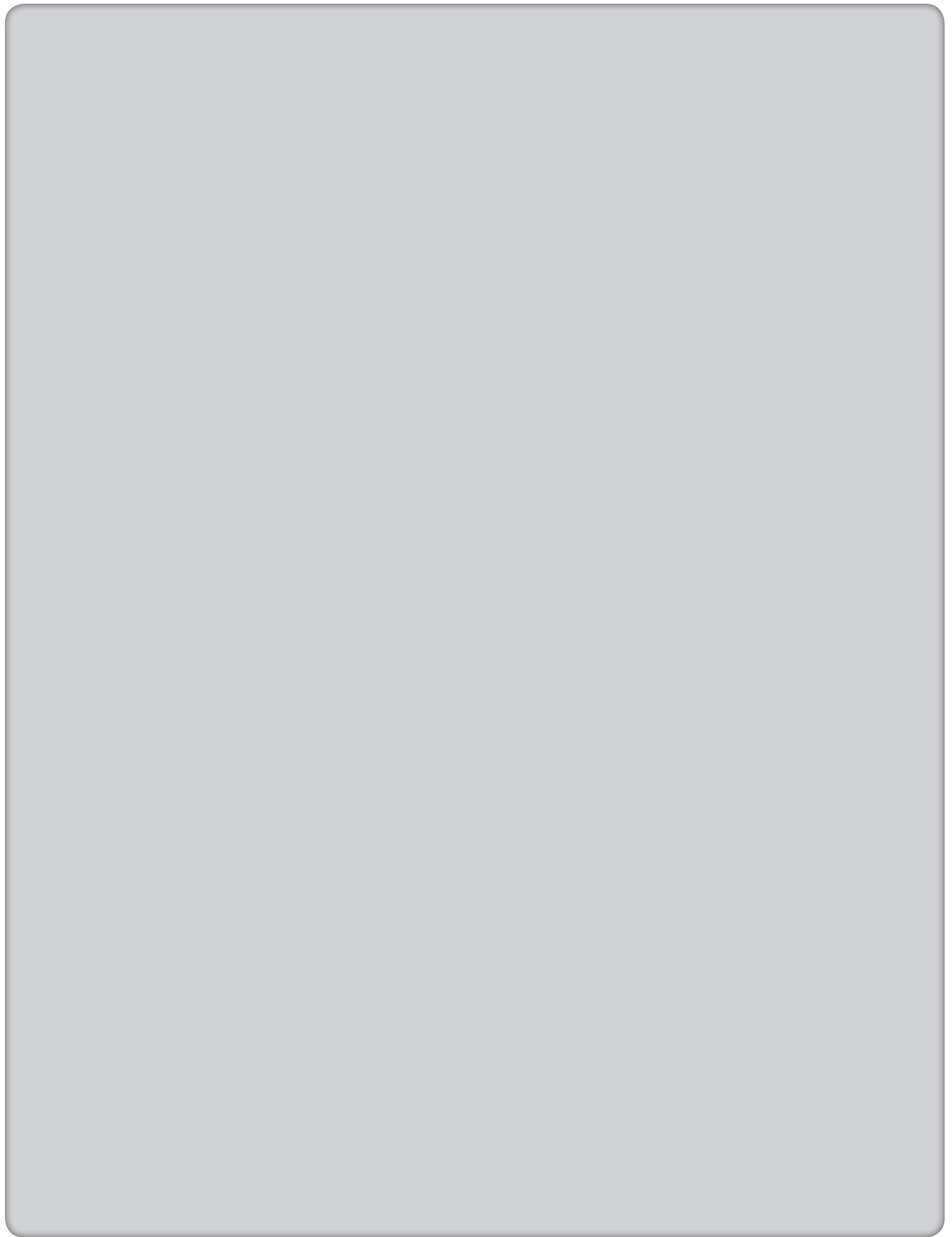
### STANDARDS

- Signage: Staff Pick or Spirited Pick. Ensure item being featured is indicated on the sign along with the price.
- Location: Visible area. By the cash lane, as a wing to another display, by a nesting table.
- Basket must be elevated using small riser provided.

### MAINTENANCE

- Display is to be managed at the store level unless otherwise notified.
- Rotate products out as often as possible. (Weekly is suggested)





# MERCHANDISING & MAINTAINING THE CHECKOUT AREA

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# MERCHANDISING & MAINTAINING THE CHECKOUT AREA

## THE CHECKOUT AREA

- Checkout area should be kept filled and faced at all times.
- Impulse at cash and coolers are to be kept filled and faced at all times
- Team member assigned the checkout duties will be responsible for maintaining this area when customer traffic is low.
- The checkout is to be clean and free of clutter
- The checkout should always have Value Add product on the counter for that last opportunity sale. (The checkout is the chance to sell to everyone and the sale is 100% incremental)



# MERCHANDISING & MAINTAINING THE CHECKOUT AREA

## IMPULSE AT CASH

### STANDARDS

- Merchandise same as the mainline
- Maximum two SKU's
- 6-up shelf talker POS



### MAINTENANCE

- Keep it full
- Bottles shoulder to shoulder



# MERCHANDISING & MAINTAINING THE CHECKOUT AREA

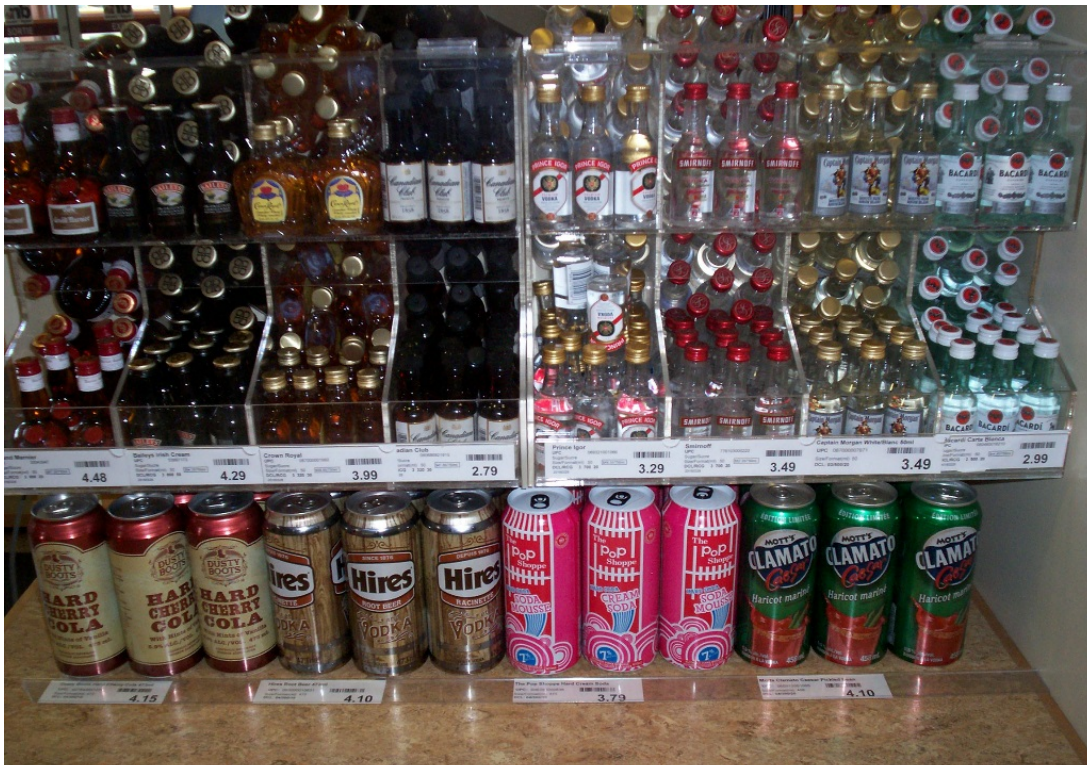
## VALUE ADDED AT CASH

### STANDARDS

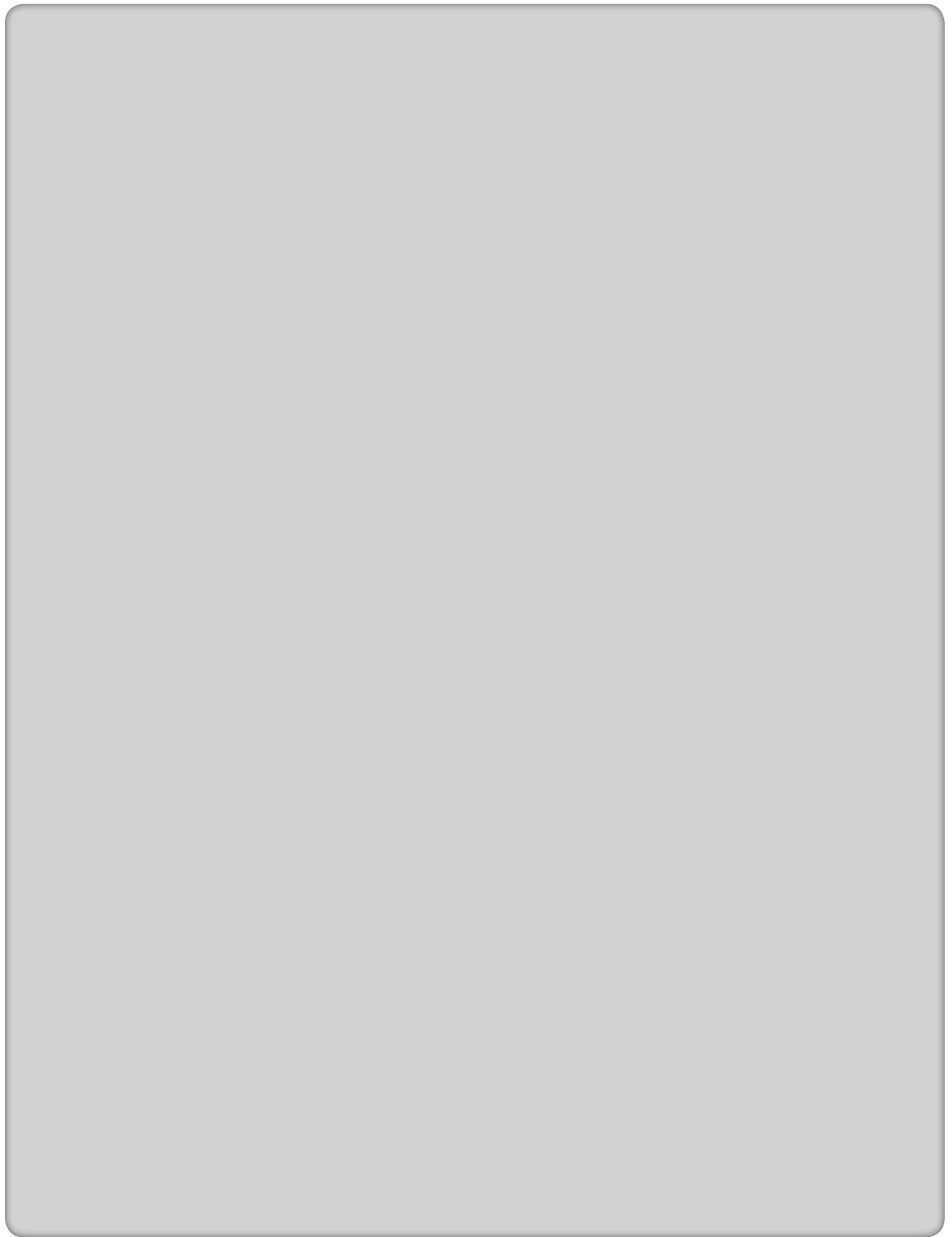
- Selection is to be from pre-determined list, if no list is provided, selection is at the discretion of the team member.
- Products must be under \$10.00, preferably under \$5.00.
- Maximum of 4 SKUs by checkout.
- Expectation is 100% of customers 100% of time.

### MAINTENANCE

- 16-up bin label for every products, unless marketing provides shelf talker.
- Minimum of 9 unit of each SKUs on display.
- 50ml dump bin should be mounted to allow for placement of products underneath. (see picture on next page).







# EFFECTIVE SAMPLING

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# EFFECTIVE SAMPLING

## EFFECTIVE SAMPLING

Sampling is an effective way to increase sales:

- Hold sampling events during peak traffic periods
- Have adequate product on display at the tasting location
- Product prices clearly identified
- Product information/tasting notes available
- Encourage team sampling and customer sampling on a regular basis.
- Create a regular sampling event such as “Saturday Sips”.



# EFFECTIVE SAMPLING

## EFFECTIVE SAMPLING

- Ensure message on all signage is bilingual, please use bilingual template.
- Use the “Try Before You Buy” shelf flag to identify the products being sampled and available in tasting station.



# WAREHOUSE SET UP & MAINTENANCE

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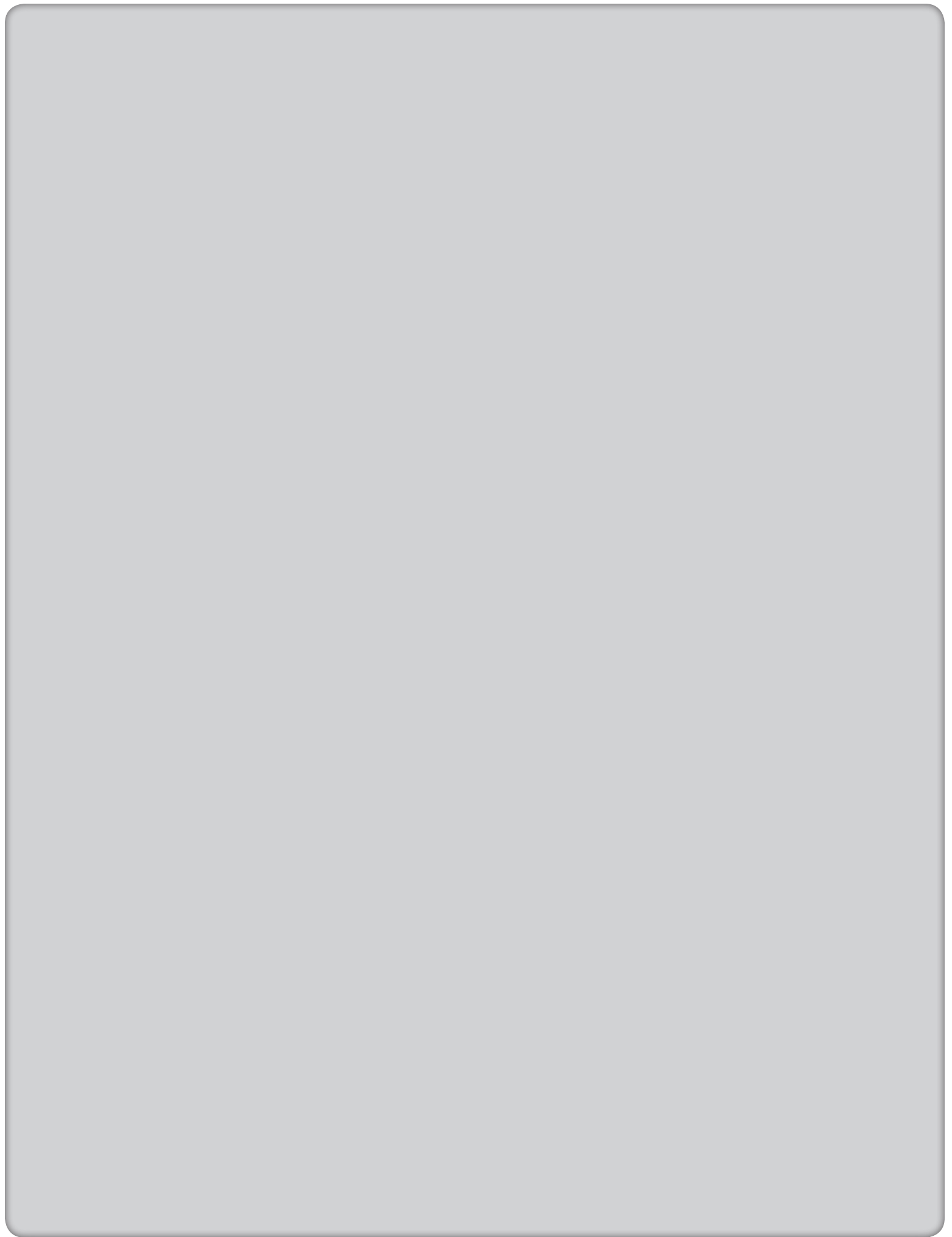


# WAREHOUSE SET UP & MAINTENANCE

## THE 5S+1

- Sort, Set in Order, Shine, Standardize, Sustain, Safety
- Maximum Height clearly marked on the wall (5 cases = 64 inches)
- Products organized by country and category and clearly identified
- Fastest selling products are to be located at the end of the rows
- Chilled products located nearest the cold room door
- Fastest selling countries/categories located near the retail door
- Keep the warehouse neat and clean
- Give yourself enough room to operate safely and efficiently
- Standardize how you operate out of the warehouse and sustain these processes
- A place for everything and everything in its place



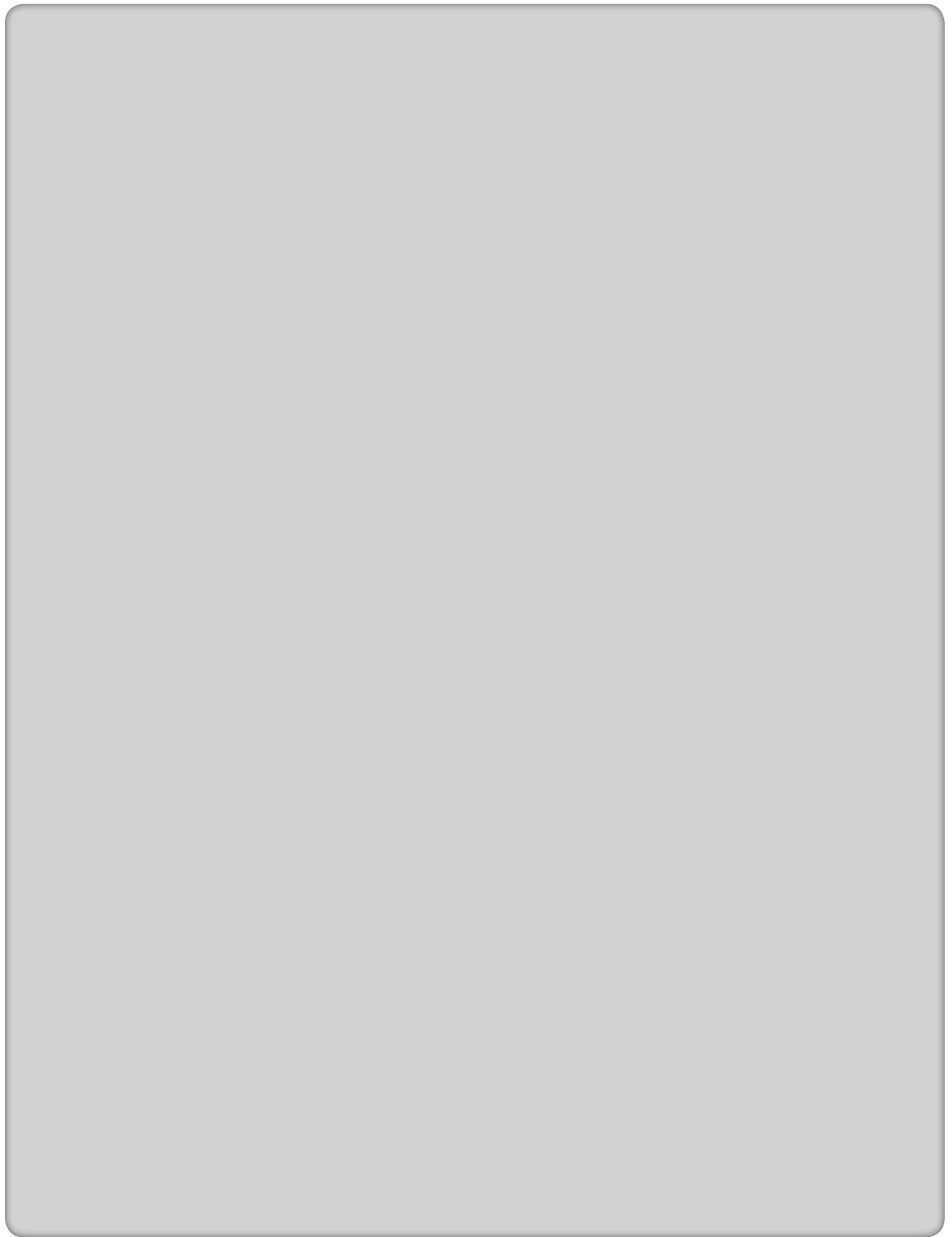


# WORKING EFFECTIVELY & EFFICIENTLY

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# WORKING EFFECTIVELY & EFFICIENTLY

## DAILY DISCIPLINE

1. Pre—stretch walk around the retail area and cold room to set priorities for the day. Use the Retail Sales & Merchandising Manual Checklist for reference and list priorities in order of importance. (Manager, designate or both)
2. Warm up and Stretch – Warm up for the day, PASE Setter and delegation of priorities.
3. Walk around at 1:00PM to assess the store prior to face time (all stores). Delegate the task that must be finished prior to face time (all stores). Double shift stores will have the 1:00PM PASE Setter.
4. Effective PASE Setter will include: SERVICE Excellence review, Sales results, sales target, marketing opportunities, value add opportunities, CHECK 30 and product knowledge. (See PASE Setter document on Rendez-Vous)
5. Face Time – (3:30 p.m.-7:00 p.m.) All team members will be either working on cash or engaged in service excellence and facing products. Everyone should be on the retail floor or in the cold room. Office work is limited to customer phone calls, emergency licensee orders, or handling cash duties. When these tasks are completed, all team members are to be back on the sales floor.
6. Checkout Coverage Plan: 5-6 customers in the line up should trigger the next checkout to be open. Stores need to have a coverage plan based on the traffic counts throughout the day. There should always be one extra checkout that is open to handle the peaks. This checkout will have a team member assigned to it, but will only be opened when the other line hits the 5-6 customer maximum. Otherwise, this person will be engaged in other activities as assigned. In cases where there is only one checkout opened and minimal customer traffic, that team member will perform other tasks as assigned and return to serve the customers as they approach the cash.
7. No doors are to be locked before published serving time.
8. Priorities (in order) for the half hour after close of the store:
  1. Perform all cash functions and close off the store
  2. Fill the cold doors
  3. Fill the checkout coolers
  4. Clean floors
  5. Fill imported beer and coolers
  6. Face bottles
  7. Load the RF gun for the stock to floor
  8. Pick stock and place on carts for the AM shift to merchandise
  9. Remove garbage
  10. Pick licensee orders
  11. Handle breaks

# WORKING EFFECTIVELY & EFFICIENTLY

## MARKETING CHANGEOVER PROCESS

- All marketing product is to be ordered a week before the program starts. Orders are submitted on a separate marketing liquor order for A & B stores.
- To help prepare for the changeover process store can take the following items into account:
- All backer cards and promotional material should be accumulated in one designated section in the warehouse.
- All pricer cards should be printed in advance.
- Two weeks prior to marketing changeover, print out most recent copy of marketing. This can be used in conjunction with the store layout diagram to map out where all marketing should be placed in the store.

### THE TEAR DOWN PROCESS:

- Tear down should not begin until after close on Sunday at 5 PM, therefore stores start the process on Monday morning.
- Identify what displays are staying up, and which ones are coming down. Place a post it note on each display that is remaining up for the next period.
- Use the pallet of empty boxes from previous period to collect any loose bottles from the displays that cannot be put back on the shelf. If the box for the brand is not available, print off an 8 ½ inch bin label and attach to the box.
- Make sure POS are removed before opening the store. These should be thrown out unless otherwise directed by Marketing.

### SET UP PROCESS:

- Using the store layout plan as mentioned above all locations for marketing should be identified and ready for product placement.
- Marketing material should be taken from the one designated spot in the warehouse to the retail floor.
- Marketing material, bin tags, and other price cards should be placed on corresponding display stands and areas.
- Fill the displays up to Merchandising Standards.
- Start a new pallet for empty boxes.
- Once all the marketing is up prices should be verified to ensure accuracy.
- A new marketing sheet should be printed to ensure all displays are up and prices are correct.
- Marketing product is too kept full from the first day to the last day of the promotion.

# WORKING EFFECTIVELY & EFFICIENTLY

## STOCK TO FLOOR PROCESS

The RF Gun technology is the best and most efficient way to stock the floor of our retail outlets.

Use this option daily before the store opens for business. One or two employees (in a large store) can scan the entire store for cases that are required using the RF Gun replenishment function. In larger stores this can take up to 2 hours, while in a small store as little as ½ hour. In the larger stores, divide the store into multiple zones, and after each zone is scanned, that stock is to be picked in the warehouse. (This allows the staff that will be filling the shelves to get working on the task asap)

It is suggested that one employee only scans the store, and prepares the stock in the back warehouse. This avoids any confusion and duplication of work. Once the stock is ready to hit the main floor other employees can put away the product on the shelves.

The replenishment function should be used before every liquor order arrives to avoid cases being put in the warehouse that are required for the floor.

The RF Gun can also be used on the cold doors separately to keep them filled on a timelier basis.

### FUNCTIONALITY:

Creating a Fill List using Hand-Held (done after each zone is scanned to ensure staff are stocking the shelves and not waiting for the whole store to be scanned)

- At Hand-Held Main Menu:
- Select Replenishment
- Select Fill
- Select appropriate Location to be filled
- Select OK
- Scan all items which need to be replenished (example: out-of-stock, low inventory, items on display)
- When finished, select Back
- Select Complete
- Select Yes to complete
- Select OK
- Select Back

Pick using Hand-Held

### PROCEDURES:

From the GeM Stock/Floor Replenish Main Menu:

- Select Blanket Pick
- Scan barcodes (SCC #'s) from cases in stock room or pallet of liquor order
- When a certain case is needed, the hand-held will beep followed by a double ring. Take note from the fill field as to how many cases are required (when an item is not needed, the hand-held will beep normally and indicate that the item is already stocked)
- When finished scanning all cases, select Back
- Select Yes
- Select Yes to exit

Revised: May 15, 2015

# WORKING EFFECTIVELY & EFFICIENTLY

## COLD DOOR PROCESS

The refrigerated cold door for wine product should be filled to capacity at the end of the day to ensure at the start of any business day we provide our valued customers a selection of chilled product.

Cold doors should have no products under the \$13.99 minimum retail price.

Using the Stock to Floor function on the RF Gun, the product in the cold doors should be scanned and retrieved from the stock out back, and not the retail floor. The key item to remember is all products used to fill the cold doors should come from stock out back in the warehouse.

Cold doors should be stocked from behind, thereby creating less rotation work and ensuring the coldest product is always facing the retail floor. It is noted however some stores are not able to do this function due to renovations in the cold room. In this case where product is to be front loaded, existing Cold Door stock is to be removed completely prior to reloading to ensure complete product rotation and ensure the coldest stock is positioned faced first in the cold door.

A list of what is needed in the cold doors should be done at prior to closing or just after. The main goal however is to have chilled product ready in the doors by opening time. (If the evening fill cannot be completed by the end of the shift, this task becomes a priority for the AM shift)

### OTHER ITEMS TO CONSIDER:

Any product in the cold doors should have their "Order up to days" adjusted accordingly. (Refer to GP Manual for store Users).

Each store should have a master list of products that is in the door on an excel spreadsheet; this is a benefit for printing a list, bin tags, and doing analysis.

Every 3 months minimum product should be analyzed to see what the best sellers in the store are and to determine if the right mix is in the cold doors. This should be done on the first week of January, first week of April, third week of June and first week of October.

Managers should be focused on selling the manager's choice cold door spots for extra revenue. Make sure to book it via GATEWAY.

Products on promotion should be in the cold door where applicable to increase lift of the brand.

# SERVICE EXCELLENCE

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# SERVICE EXCELLENCE

## SERVICE EXCELLENCE

### SET THE TONE

- Be pleasant, friendly, energetic and positive.
- Greet customers within 20 seconds of entering store.
  - This could be as simple as a nodding your head or saying "Hello / Bonjour".
- Approach the customers within 90 seconds.
- Always approach customers with an open question like, "what brings you in today?" This will help engage customers in conversation.
- Like – Trust – Buy (if customers like you, they will trust you. If they trust you, they will buy from you).

### EXPLORE THE NEEDS & OCCASIONS

Ask Golden Questions:

- What do you usually drink?
  - What do you like about it? How would you like this new (product) to be different?
- Have you tried any other (product) that you liked?
  - What did you like about it?

#### Price Range

Wine

- Provide a price range to determine the price range customers are willing to spend.

Spirits and Beer

- Determine what they normally drink and provide suggestions to premiumize.

#### Discover the Occasion

- It is important to always inquire to determine the customers' occasion. This can be done by simply asking, "is this for a special occasion?"
- It is only through discovering the occasion that allows us to provide effective customer service to provide suggestions that would meet the customer needs.

#### Quantity of Product

- It is important to always determine the quantity of product to meet the needs of the customer
- This can be done by:
  - asking if one bottle is enough.
  - mentioning how many drinks they will get per bottle.
  - Asking how many drinks they were planning on serving per person.
- Listen more than you talk.

### RECOMMEND PRIMARY SOLUTION

#### Features & Benefits

- A feature is a specific characteristic of the product (size, colour, taste, quality, etc.).
- A benefit focuses on what the feature will do to meet the needs of the customer's occasion.
  - Ex. customer is looking for a champagne as a gift: (F) this one comes packaged in a lovely box (B) makes for easy gift wrapping.
- Link products to their needs.
- (Best – Better – Good)
  - Always show the best solution to the customer first.

Revised: May 29, 2017

# SERVICE EXCELLENCE

- S.W.A.T. – Sell What's Available Today.

## VALUE ADDING SOLUTIONS

### Complementary Items

- Suggest complementary items that would complement the customer's occasion and for future needs.

### Hot Deals

- Are to be mentioned to every customer. Showcase as many as the customer is willing to entertain.
- Are meant as incremental sales.
- Are only to be shown first to customers if they meet their needs.
- Offering additional options that are right for our customers is great service.

## IDENTIFY & RESOLVE CONCERNS

- What to do if it is about Product – Present an alternate product that meets their needs based on the customer's feedback.
- What to do if it is about Price – Go up/down in price point based on the customer's feedback.

## CLOSE THE SALE

- Offer a choice – Would you prefer to go with the Chilean Merlot, Canadian Merlot or both?
- Walk customer to the cash - this gives you a great opportunity to showcase hot deals along the way.
- Relevant story – this is to be specific about the product you are suggesting.
- Recommendation – “Since you asked, based on what you've told me - I'd recommend going with this one. What do you think?”

## ENCOURAGE FUTURE BUSINESS

### Strategies on the floor

- Thank the customer and request feedback on how they liked the product they are purchasing.
- Thank the customer and invite them back (ex. hope to see you again soon).

### Strategies at the cash

- Make eye Contact.
- Smile and be friendly.
- Say, “Hello / Bonjour”.
- Say, “Did you find everything you were looking for?”
- Ask for ID (Following Check 30 guidelines).
- Offer value added product.
- Thank customer and invite him/her back.
- Offer carry-out service to customers requiring assistance (or request the help of a coworker if the store is too busy for you to leave cash to help).

We only have one opportunity to “Set the Tone” and one to “Encourage Future Business”. These are extremely important to ANBL – let's ensure these are done for every customer.

Coaching on SERVICE Excellence has to be done once a month, this includes two customer interactions on the floor and two customer interactions at the cash.

Revised: May 29, 2017



# SERVICE Excellence - Coaching on the Floor

Coach: \_\_\_\_\_

Store # \_\_\_\_\_

Team Member : \_\_\_\_\_

Date/Périod : \_\_\_\_\_

## 1st Customer Interaction

Acronyms	Bullet Points	Additional written notes
<b>Say :</b> Under « set the tone »	<input type="checkbox"/> Greet within 20 sec <input type="checkbox"/> Approach within 90 sec <input type="checkbox"/> Hello Bonjour <input type="checkbox"/> Approach customers with an open question <input type="checkbox"/> Friendly	
<b>Say :</b> Under « explore needs and occasions »	<input type="checkbox"/> Golden questions like, "What do you normally drink?" <input type="checkbox"/> <b>Wine price:</b> <input type="checkbox"/> Price range provided? <input type="checkbox"/> (\$10 to \$15; \$15 to \$20; \$20+) <input type="checkbox"/> Customer's range was (from \$ _____ to \$ _____ ) OR <input type="checkbox"/> <b>Spirit price: what they normally drink (750ml format) (\$ _____ )</b> OR <input type="checkbox"/> <b>Beer price: what they normally drink (\$ _____ )</b> <b>Discover customer's occasion</b> <input type="checkbox"/> Quantity of product <input type="checkbox"/> Listen more than you talk	Event : Occasion :
<b>Say :</b> Under « recommend primary solution »	<input type="checkbox"/> <b>Features &amp; Benefits</b> F ( _____ ) B( _____ ) <input type="checkbox"/> Link product to their needs (how) <input type="checkbox"/> Best Better Good (\$ _____ ) (\$ _____ ) (\$ _____ )	
<b>Say :</b> Under « value adding solution»	<input type="checkbox"/> Suggest complementary item(s) ie. Additional product <input type="checkbox"/> <b>Mention Hot Deals</b>	
<b>Say :</b> Under « Identify and resolve concerns »	<input type="checkbox"/> No Concerns --- Customer accepted suggestions, therefore there are no concerns <input type="checkbox"/> Concerns --- Explore why and suggest an alternative product	
<b>Say :</b> Under « Close the Sale »	<input type="checkbox"/> Offer Choices <input type="checkbox"/> Walk product or customer to cash	<input type="checkbox"/> Relevant Story <input type="checkbox"/> My recommendation
<b>Say :</b> Under « Encourage Future Business»	<input type="checkbox"/> Request feedback on the customer's purchase <input type="checkbox"/> Welcome them to come back soon	

**Say :** Under « What I thought you did the best overall was...»

**Only choose one Bullet Point ( \_\_\_\_\_ )**

**This is to be discussed after the 2nd Customer Interaction**

**Written feedback:**

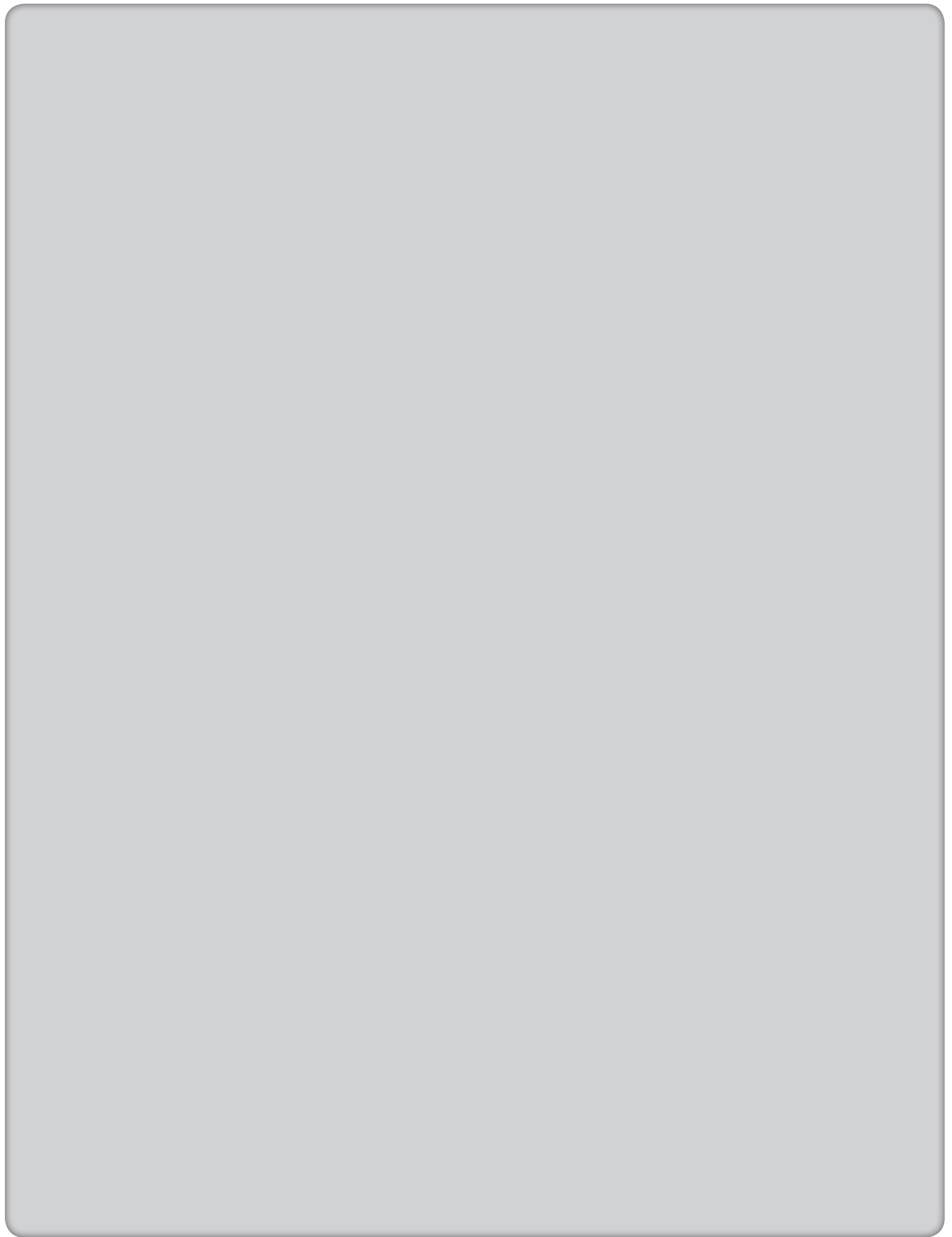
**Feedback (strength):**

**Choose Bullet Point(s)**

**Feedback (constructive):**

**Choose Bullet Point(s)**

**Coach @ Employee's initials after review \_\_\_\_\_ , \_\_\_\_\_**



# APPENDIX

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# APPENDIX

## CUT CASE DISPLAY – FLOOR DISPLAY



Total cases: 8  
Dimensions: 1 case wide x 4 cases tall  
x 2 cases deep



Total cases: 20  
Dimensions: 1 case wide x 5 cases tall  
x 4 cases round (all facing out)



Total cases: 30  
Dimensions: 3 cases wide x 5 cases tall  
x 2 cases deep



Total cases: 50  
Dimensions: 4 cases wide x 5 cases tall x 2 cases deep  
x 2 cases on the end of display

# APPENDIX

## CUT CASE DISPLAY – WALL DISPLAY



Total cases: 8  
Dimensions: 2 cases wide x 4 cases tall



Total cases: 15  
Dimensions: 3 cases wide x 5 cases tall



Total cases: 20  
Dimensions: 4 cases wide x 5 cases tall



Total cases: 30  
Dimensions: 6 cases wide x 5 cases tall

# APPENDIX

## CARDBOARD CROSS BRACES



**To Make a cardboard cross brace, simply lay down your top case's bottle divider flat on top of the case beneath. Positioning it so that it is half on the front case and half on the back case.**

# APPENDIX

## DISPLAY FIXTURES



**Barrel**



**Platform**

**Rattan Baskets With Riser**



# APPENDIX

## DISPLAY FIXTURES

Columns



Mini Pallets





# APPENDIX

## DISPLAY FIXTURES



### 4-Way Shop Around

#### USAGE SUGGESTIONS:

- Primary display unit for Experience Program
- Manage inventory at end of the month
- Display option for higher end products
- Specialty products, One time offers and seasonal
- Second location for popular products

All documents pertaining to the *Retail Sales & Merchandising Manual* can be found under the CSRO section of Rendez-Vous.

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