

# In-Store Execution tips & best practices for success!

Strong in-store execution helps drive shopper satisfaction and sales. Focus on these key elements to create a successful beer & RTD section.

## EASY TO SHOP

Beer fuels traffic to convenience and grocery, and shoppers are on a mission to find their favorite brands cold.



**Make Shopping Easy** 80% of shoppers crave a well-organized and easy-to-navigate beer aisle<sup>1</sup>



**Make Products Clear and Available** 55% of shoppers will leave the store if they don't see their preferred brand or pack<sup>2</sup>

## BALANCED ASSORTMENT

The right space & mix of products help shoppers find what they're looking for quickly.

**EACH SEGMENT PLAYS A ROLE**



## CLEAR LAYOUT

The right space & mix of products help shoppers find what they're looking for quickly.



Best practice: Organize the section by segment to make it easy to shop and encourage trade up \$

# Tips to Execute Successfully

## 1 AVAILABILITY



- Choose your top-selling products
- Secure appropriate shelf space
- Have sufficient inventory
- Preorder for long weekends and key occasions
- Stock up on inventory before weekends

## 2 VISIBILITY



- Block brands together to create an impactful visual
- Set displays in high-traffic & wide areas
- Have a clean, well-organized section

## 3 COLD



- Cold sections as the primary focus

## 4 PRICE



- Ensure the price of every product is visible at shelf and on every SKU
- Use SALE to communicate value

**+34%**

of beer shoppers say poorly marked prices are a source of frustration in the beer aisle