



**UBS** Arena



Delaware  
North.

# **MERCHANDISING**

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# MERCHANDISING BEST PRACTICES



*A well merchandised bar will drive revenue by providing an opportunity for the guest to choose from the top-quality products that are part of the Top Shelf Program rather than defaulting to a potentially lower margin item.*

## DISPLAY EVERYTHING YOU SELL

We work hard to provide a premium experience for our guests. Let us make sure they know we've got the best selections available.

## UTILIZE CATEGORY BLOCKING

Displaying a spirit category together so that they form a line, square, or grouping.

## GROUP BRANDS TOGETHER WITHIN A CATEGORY

Ensure that all line extensions of a brand are displayed side by side so guest can see all similar items easily.

## ALWAYS FRONT & FLAG BOTTLES

**FRONT:** Ensuring that bottle labels are displayed in a neat and organized fashion with the label facing the guest.

**FLAG:** All working display spirit bottles should have a pour spout and those spouts should be pointed to the left.

## SHOWCASE SIGNATURE

Highlight the categories that we are known for within the display. **Moet Bar features champagne, etc.**