



BAR MERCHANDISING

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. Pig Star features Peg Leg Bourbon, etc.