



# 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 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 guests can see 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 with the spout pointed to the left.

## **SHOWCASE SIGNATURES**

Highlight the categories that we are known for within the display.