



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.