



Store News

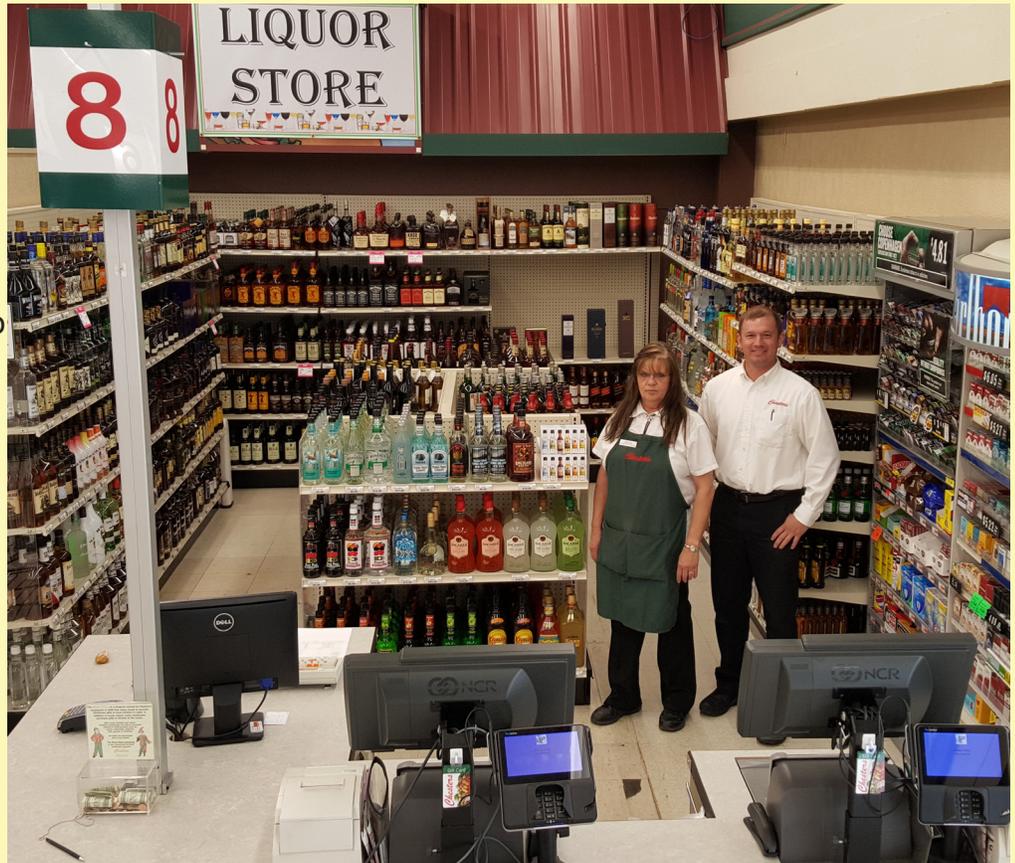
June 2015

Family Matters: chapter 2

Second in a series

The town of John Day is situated at the intersection of U.S. Highways 395 and 26 with the Strawberry Mountains to the south and the Blue Mountains to the east. Perhaps more noteworthy are the John Day Fossil Beds, also to the east. Populated at around 1700, the town is the largest in Grant County.

John Day is also home to Chester's Thriftway, a full-service grocery owned and managed by Bob Cowan Thompson and son Thadd. If the Cowan Thompson name sounds familiar, it may be due to the fact that Bob is the liquor agent at their other store, Chester's Thriftway, located in coastal Pacific City. Effective May 12 Thadd became the appointed agent at the John Day location. Thadd and Bob operate as a team in the running of the grocery and liquor operations in both stores.



Virginia Mills, Supervisor
Thadd Cowan Thompson, Agent
Store 1051 John Day

With the addition of distilled spirits to Chester's, Thadd coordinated the first phase of a planned full remodel that created a complete service center providing self-serve liquor to go along with tobacco, lottery and Western Union. The new counter and deep shelving highlight an attractive go-to spot for many store services and the addition of a computer POS system sent John Day to daily sales and inventory reporting from the start. Overstock liquor is securely positioned in a locking cage in the off-floor area. Thanks to careful planning on the part of the Cowan Thompsons and the relocation assist from OLCC District Manager Brian Eaker, the kickoff for liquor sales in John Day was smooth and seamless. Special thanks also go to Terri Stiles, manager of Chester's in Pacific City and Virginia Mills, supervisor in John Day for their contributions to the move and set-up. These people and many more typify the term "teamwork" and all are a pleasure to work with.

So now Thadd has kicked off his campaign as liquor agent and has a special goal. Bob was awarded recognition as the year over year top-growth traditional non-exclusive store in the system at a whopping **63.47%**. Something tells this writer that Thadd is up to the challenge! The Commission welcomes Thadd Cowan Thompson as the newly appointed liquor agent in John Day and looks forward to a long and prosperous relationship!

See Store News April issue for Family Matters: chapter 1

1210 West Medford relocates

As a new agent Rachelle Woodward, along with her husband Ben, took over the West Medford liquor store in May 2014. They had an idea to take an already nice store to a new retail level.

By recently renting a vacant BlockBuster store that's located in an Albertsons supermarket shopping center in West Medford, their vision for a new liquor store began the transformation. This location has 4,000 sq. ft. of space; a gain of over 1000 sq. ft. of retail space from the former location allowing the Woodward's to have more free standing displays out on the floor and expand the selection of related items. Content with the store's relocation and expansion currently, but yet looking to the future, the Woodward's are planning to go to a non-exclusive model soon and add local craft beer and wines.

The interior has been painted with modern colors in a two tone design, new wood flooring was installed along with new décor signs. Bright white light panels illuminate the bottles which are attractively displayed on new black metal shelving. In a move towards becoming non-exclusive but yet beneficial now, the Woodward's added their own ice making machine and two new freezers. The back stock room and bar order area have been set up with a total rethink for bringing greater organization to commonly overlooked areas of the store. Three new exterior signs and a repainted exterior will surely garner greater attention from West Medford residents and any passing travelers.

On behalf of all at OLCC, we wish Rachelle and Ben the best in this new location!



Wide aisles allow multiple floor displays throughout the store



New shelving and flooring



Counter re-located at new store

Farewell to Rod Poole

After nearly 30 years of duty as a central Oregon liquor agent, Rod Poole of Madras is retiring. Rod spent **ten** years as the agent in Fossil where the liquor was housed in his business, Fossil Hardware. Following that Rod became the exclusive store agent in Madras in **October 1998**

In retirement Rod plans to spend more time running the farm he and wife Kris own just outside of Madras. The Commission thanks Rod for so many years of dedication and service to the citizens of Oregon. Best wishes to you, Rod Poole!



Farewell, Fran Holmstrom

The Commission is also bidding adieu to long-time agent Fran Holmstrom of John Day. Fran turned the reins of the John Day liquor market to Thadd Cowan Thompson on May 12th after 28 years as agent. As another who is not *truly* retiring, Fran will continue assisting husband Dave in the operation of their hay farming business.

Well wishes go out to Fran for her years of excellent service and stellar operation of the John Day Liquor Store. She will be missed by all who came into contact with her! Thank you, Fran, and happy haying!

Making Progress

Since the start of 2015 Dick McGregor, Agent at 1086 Beaverton Progress, has been developing a plan to remodel his store in the Progress area by Washington Square Mall.

The week prior to Memorial Day the plan was executed and the store was transformed.

The final product looks terrific and the customer response has been overwhelming – many stop after entering and simply say, “WOW”.

The construction doubled the store’s square footage allowing for an increased selection of spirits and related items. The old flooring was removed and the concrete floors sanded and finished. Brand new black shelving was installed and a custom counter was constructed that matches the new wood frame over the coolers. Along with new paint and lighting, this store really shines.

Great job to Dick McGregor and the 1086 team who all worked very hard to complete a big project in a short time period.



Increased retail area

Summer selling sizzle

As you wind down the fiscal year with a last push to drive sales and head into summer to kick off a new year, remember to focus on the tips learned from the Agent Education Day in order to maximize your selling opportunities and profitability for your store.



As you learned from an Agent Education Day presentation, shoppers are motivated by occasions and summertime weather will provide the best opportunity for these to take place. Make sure your merchandising and assortment of liquor and related items is sending the shopper the clear message that your store will take care of their needs. Utilize end caps, floor displays, and package items together through cross merchandising into a theme to drive your average transaction up.

Another key point to remember is that shoppers are willing to spend more money. Train your team to show and tell the strategy of good, better, best. Product knowledge is a key factor in order to be able to engage the customer and lead them to buy the best.

Shoppers are often looking for education and guidance so they will be relieved that your store takes the pressure off of their decision making experience. Being empathetic of your customers time will be appreciated, and can pay off with more visits by the customer to your store which provides you incremental selling opportunity. In other words, providing your customers with quick solutions to pull off the perfect event can be rewarding and profitable.

Take time to walk your store now and see if it is ready to greet your customers into the summer months. Shoppers get frustrated and confused with clutter. Look at your store through a customer's eyes, and Involving your staff in this process can be very helpful as they might offer suggestions or see things differently. The main point is to provide your customer with a clean, neat, organized store. Make your displays and product be the focus of their attention. As the industry experts shared, significant growth has to come from repeated trips to the store or the customer trading up and buying high end items.



Don't forget the female shopper during the process, as this customer is driving tremendous growth in the Whiskey category and represents over 80% of all consumer purchases. Summer is

your primary selling season for Vodka, Gin, Tequila, and Mix, so focus attention to these categories to drive the volume.

The better you are prepared for the season, the better you can serve your customers and maximize sales for your business. Take a moment also to reflect on the year, learn and adjust, and be ready to kick off the new fiscal year with a fast fresh start!



Sinister Deluxe

Sinister Distilling Company and Deluxe Brewing Company is the dream of Albany Steamworks, LLC, otherwise known as Eric "Howie" and Jamie Howard. Sinister Distilling was recently approved for their Distillery Retail Sales Outlet in Albany, OR at 635 NE Water Ave., with Jamie being appointed the retail outlet agent. In addition to crafting beers within Deluxe Brewing

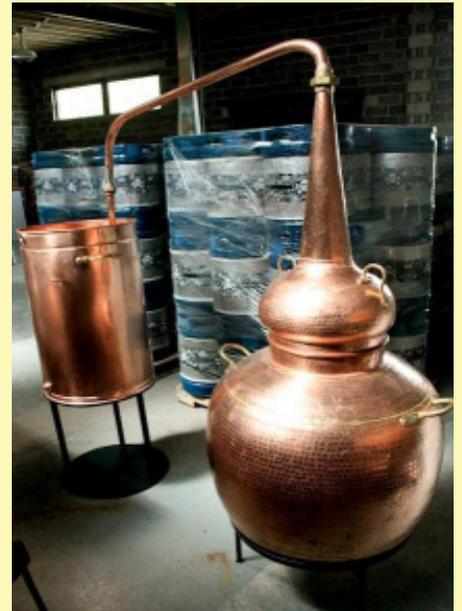


Company, Sinister Distilling Company utilizes a whiskey pot still from Portugal to produce fine whiskeys, rums and gin.

The couple decided long ago that a brewstillery was exactly what they needed to start. After several years of research and the help of family, friends and the community, the Howards are realizing their dream.

Howie started homebrewing in 2005. He went down to the local homebrew shop, Corvallis Homebrew Supply, and got all the supplies he needed for his first extract beer. He did it in the kitchen and the steam soaked the cabinets with the aroma of hops and malt. It was love at first boil. He joined the homebrew club, Heart of the Valley Homebrewers, and started networking with more homebrew enthusiasts.

Years later the brewstillery is up and running.



Congratulations Howie and Jamie!