



Keeping Oregon in Good Spirits





Welcome!

OLCC's First Agent Training

Distilling Your Customer:

Steve Miloro, Senior Director of Category
Development, Diageo

Melissa Hazard, Senior Category Development
Manager, Diageo



Oregon Agent Education Day:
“Distilling Your Customer”

Diageo Category Development Team





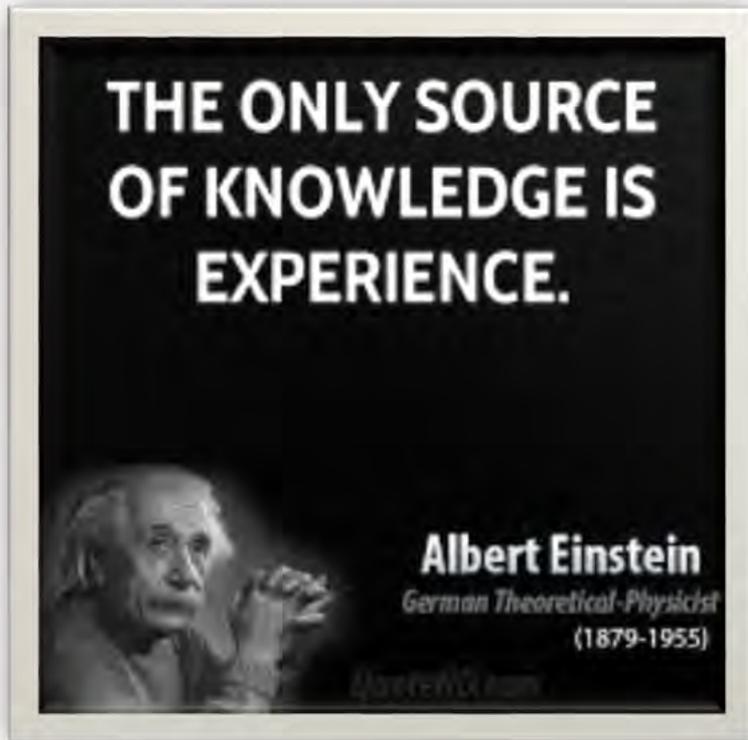
Key Message:

Most people are missing a lot of what goes on around them...

You have to do something significant to capture their attention!

Ask for Today:
Stretch existing boundaries,
challenge the way you think about your business!

Who Are We, Why Are We Here?



- ✓ *Diageo Control team has nearly 50 collective years of category management experience.*
- ✓ *Spirits advisors in three control states, do project work across the country.*
- ✓ *We invest heavily in research and use insights to guide recommendations.*

**We share best practices across the country
to drive Total Category Sales!**

Cash is Good, More Cash is Better!

The Ultimate Goal = Grow Profit!



How can you do this responsibly and efficiently?



Insights are the building blocks to success...



What do
we know
about the
Shopper?



What do
we know
about the
Industry?



What do
we know
about
Spirits?



***Affordable
Luxury***



***Products
With A Story***



***Information,
Connectivity***



***Entertaining
At Home***

Shopper Insights – How Are Shoppers Evolving?

Millennials:

(21 – 34, largest generation in US history.)

31% of the drinking Population.



Like to try new things.

**LOOKING FOR:
INNOVATION**

Boomers:

(55+, hold 70% of the disposable income in the US.)

50% of the drinking Population.



More disposable income, want better quality.

**LOOKING FOR:
RESERVE**

Women:

(80% of all consumer purchases in the US made by women.)

52% of the drinking Population.



Want a good experience, inspiration, and service.

**LOOKING FOR:
SOLUTIONS**

Shopper Insights – What Motivates Shoppers?

Occasions drive shopping trips...

Relax & Unwind



Casual Get-Together



Special Occasion



Party



Shopper Insights – What Do Shoppers Want?

Easily find new items.



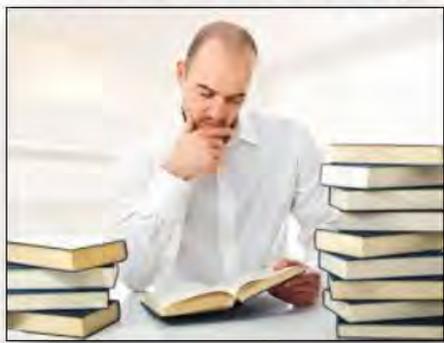
**Answer –
Make Innovation Stand Out!**

Be a great party host.



**Answer –
Provide drink ideas and recipes!**

A reason to trade up.



**Answer –
Knowledge & recommendations!**

A positive experience.



**Answer –
Clean store and easy to shop!**



What do
we know
about the
Shopper?



What do
we know
about the
Industry?



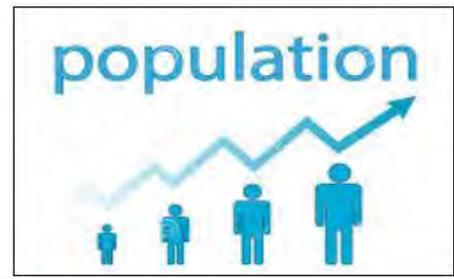
What do
we know
about
Spirits?

Industry Insights – Slow, Steady Growth

Slow, consistent sales



Population growth (Oregon +1%)



Consumption habits



Spirits Unit growth rates (Total US +2%, Oregon +1.7%)

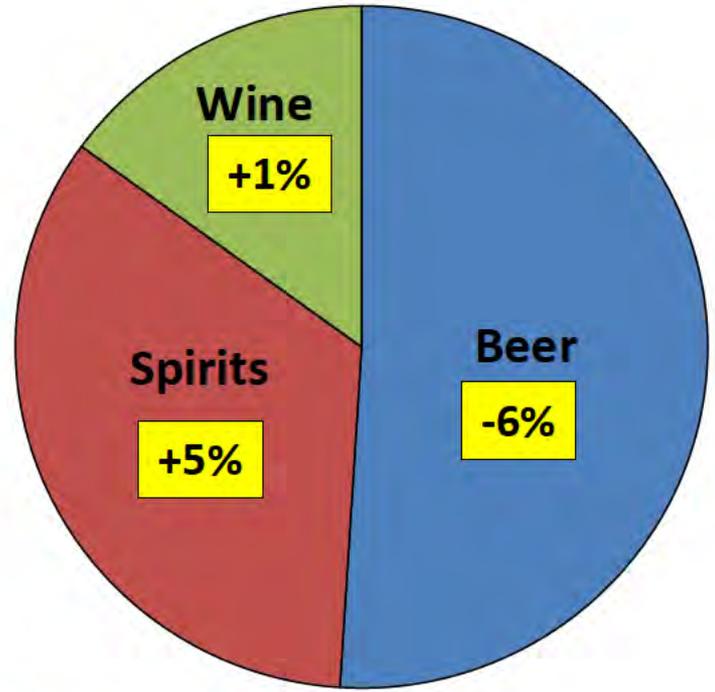


How Do You Grow Profit???

- ① Take Trips from Other Segments
- ② Drive Trade Up

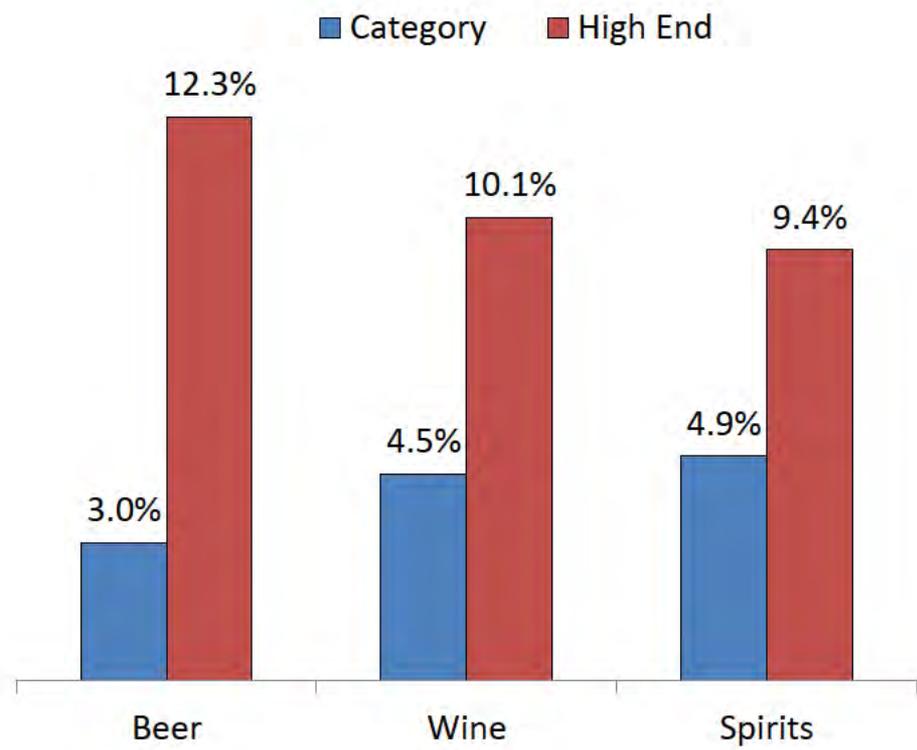
Industry Insights – Drive More Growth Two Ways

Share of Sales & Growth over Last 7 Yrs



1 *Beer sales are declining, Spirits and Wine are growing.*

Sales Growth



2 *High end price tiers are growing in every category.*



What do we know about the Shopper?



What do we know about the Industry?



What do we know about Spirits?

Spirits Insights – Current Trends



Innovation generated \$91M and contributed to 24% of the Spirits growth in 2014.



High end items grew nearly 4x faster than low end items.



Whiskey is the fastest growing spirits segment, nearly the size of Vodka.



Tequila is the 3rd fastest growing category, driven entirely by high end items.



Innovation

Flavored, Rye, White Whiskey

Classic Cocktails

Making Drinks At Home

Women & Brown Spirits

A Unique Product Story



Boring Flavored Vodka

Ready Made Cocktails

Needing a Bartender

Artificial Flavors

Buy the same thing, every time



Shoppers...

- Motivated by occasions.
- Willing to spend more money.
- Looking for education and guidance.
 - Need solutions.
 - Get frustrated and confused with clutter.



Industry

- Spirits and Wine are taking share from Beer.
- High end items are driving growth.
- Significant growth has to come from trips or trade up.

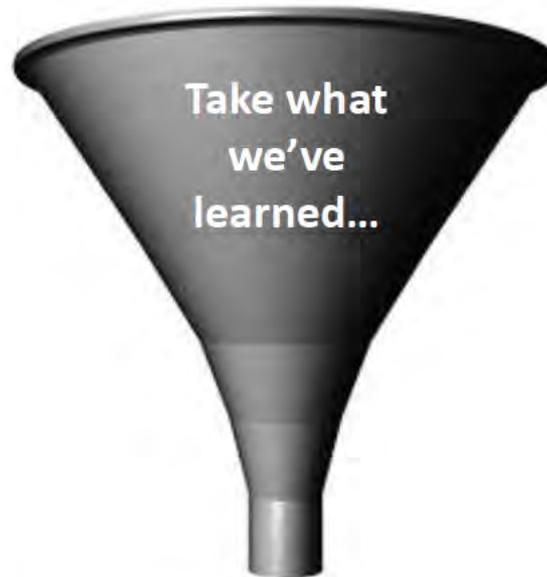


Spirits Category

- Innovation is making up 1/4 of the total category growth dollars.
- High end items growing faster than low end.
- Whiskey growth driven by women and new segments.
- Tequila growth driven by high end items.

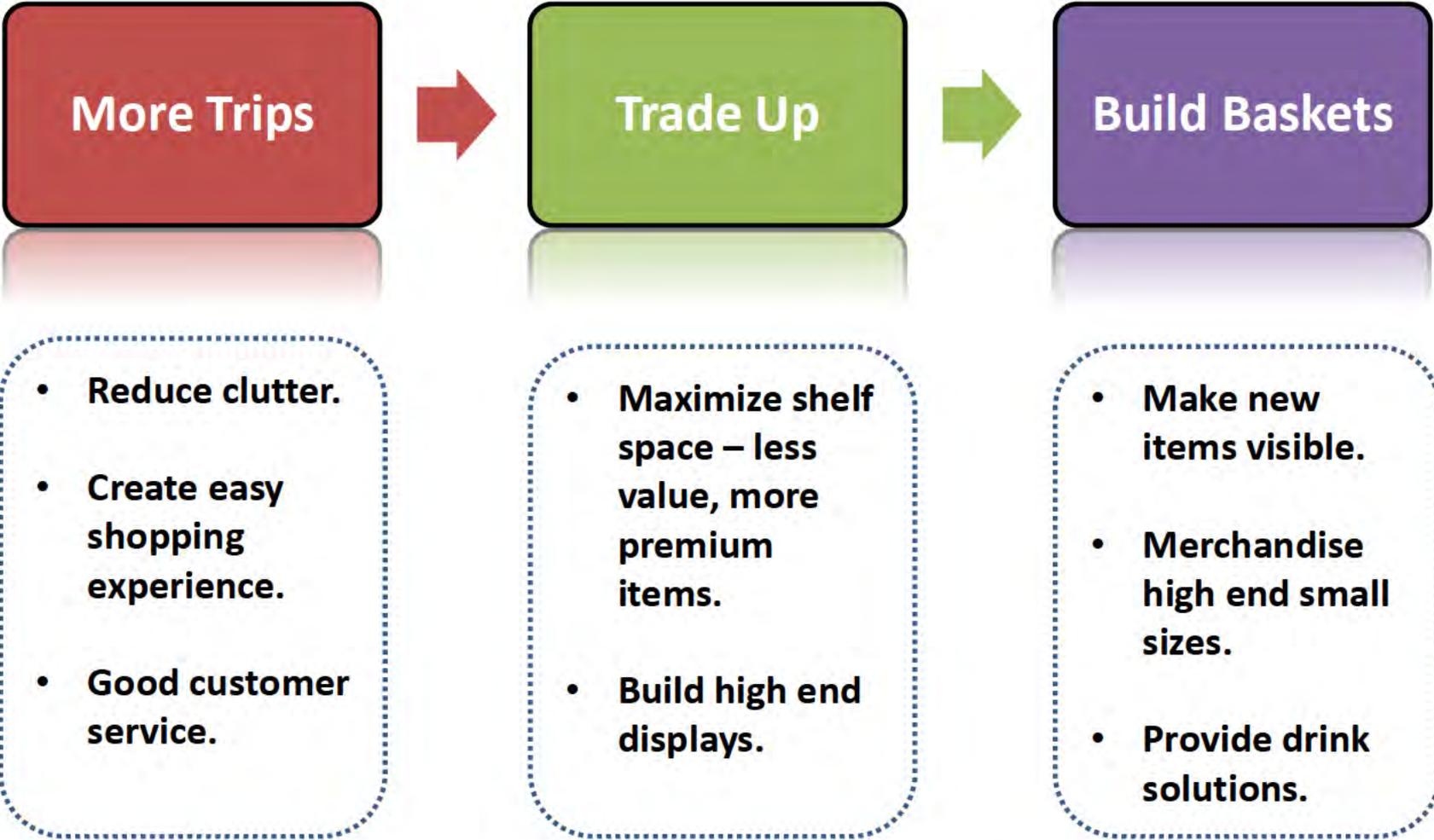


Insights



Back to the Goal = Grow profit

Grow Profit With Three Key Tactics



Examples of Execution – Trade Up



Discovery
POD in
Idaho

Mixability
POD in
Idaho



Discovery /
Luxury
Display



Trade Up

Examples of Execution – Basket Building

Build Baskets



Hosting
Endcap



Merchandise
Small Sizes





Don't Forget The Gorilla!

Focus on capturing shopper's attention!

We know what customers want...

We know how to maximize the store...

Take what you've learned, and

Grow Profit!

Keeping Oregon In Good Spirits:

Pat Dodd, Senior Director, Corporate Workforce
Development, Gallo University, E & J Gallo



GALLO
SPIRITS
ACADEMY

Gallo Spirits Academy

*Elite Professional
Sales and Service*





Elite Professional Sales and Service

Training Objective:

To enhance the sales person's knowledge and expertise related to increasing GUEST satisfaction, and wine and spirits sales and profit

Training Results:

Participants will better be able to:

- 1) Strategically approach the guest in a way that increases guest comfort and confidence
- 2) Professionally recommend a range of products based upon the actual needs and preferences of the guest, in a way that encourages trade-up
- 3) Persuasively ask for the order and complete the sale



Elite Professional Sales and Service

What IS “Expertise”?

- Stages of “Wine/Spirits Expertise”
 - ✓ LOOK more expert.
 - ✓ FEEL more expert.
 - ✓ BECOME more expert.
 - ✓ But—TRUE “expertise”?
 - COMFORT
 - ENTHUSIASM
 - CONFIDENCE
 - Especially when with guests!



Elite Professional Sales and Service

Why Improve My Skills?

More professional sales skills lead to:

- 1) Greater guest satisfaction
- 2) More profitable transactions
 - Stocking a wide selection of wines/spirits (“Product Element”) is important, but not enough on its own.
 - Enhanced service (“People Element”) distinguishes your business from your competitors



Elite Professional Sales and Service

Your Confidence = Increased Sales

- 1) Confidence in your store's selection and pricing.
- 2) Confidence in your consultative selling abilities.
- 3) Confidence that you can enhance your guest's shopping experience.
 - Knowing that they are in good hands
 - Freed of any concerns or inhibitions they might have brought with them into the purchasing occasion
 - Pleased with the outcome and enthusiastic about the next shopping experience they will have in your store

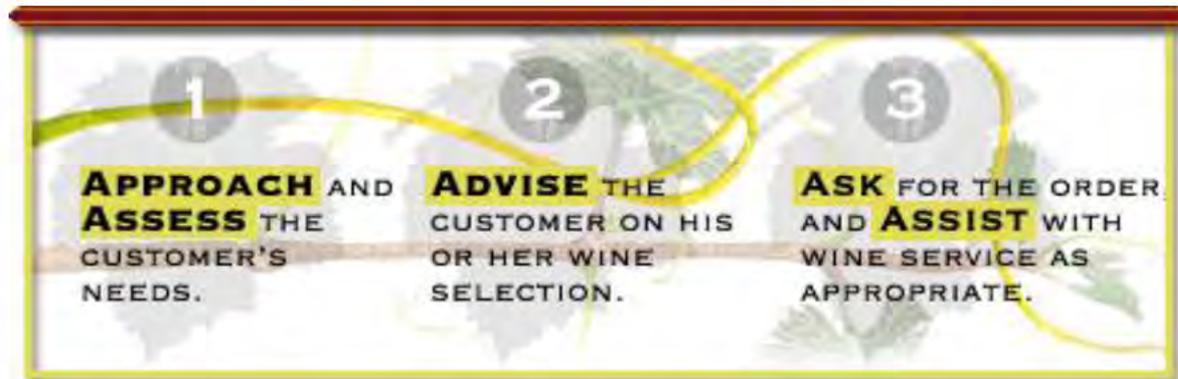


Elite Professional Sales and Service

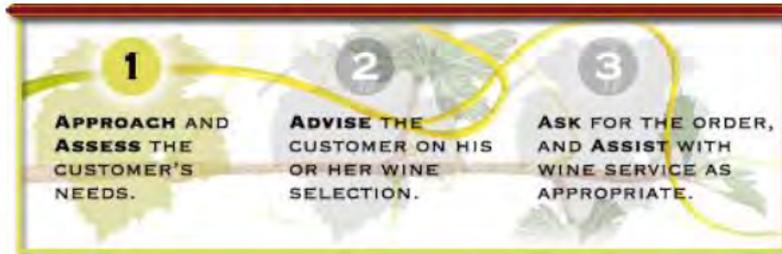
How to Begin

Three Steps of Elite Professional Sales and Service (The “Five A’s”):

- 1) Approach and Assess the guest’s needs
- 2) Advise the guest on their wine/spirits selection
- 3) Ask for the order and Assist with service as appropriate



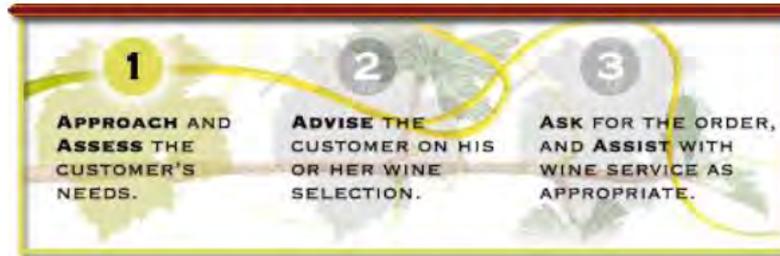
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- The guest is in your department—slam dunk sale, right?
 - ✓ Sure, since they probably wouldn't be there if they didn't want to purchase.
 - ✓ But will their purchase:
 1. Best meet their specific needs for the occasion?
 2. Maximize the transaction value for your store?
 3. Ensure guest satisfaction and generate a repeat visit/long-term relationship?



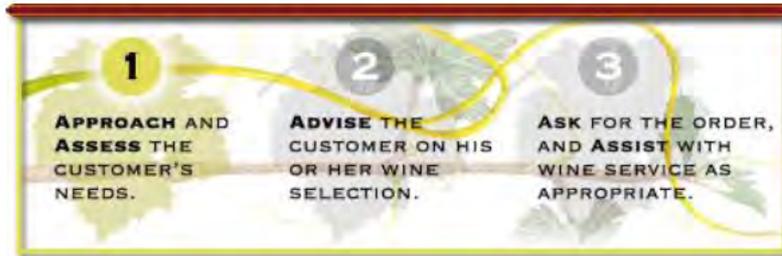
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- 1) Greet your guest immediately, warmly, and positively—but don't startle or overwhelm them.
- 2) Tell them you ENJOY making recommendations—**should they want assistance.**
- 3) ***Find out if they are in a hurry (quick suggestion) or have time for multiple suggestions.***
- 4) Ask OPEN ENDED QUESTIONS about product preferences/needs of the moment, including price range.
- 5) Start with general questions and work to more specific questions.
- 6) Carefully listen to responses and watch body language for signs of comfort.
- 7) Be attentive and make them feel important and knowledgeable.



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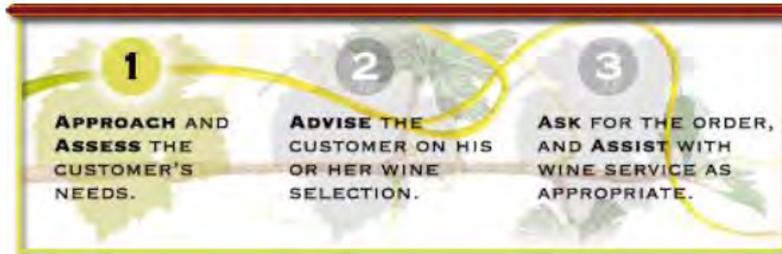


HELP!!! What if they know more than I do???

- 1) Relax...True Expertise is being enthusiastic enough to have the conversation.
- 2) Focus on what YOU know:
 - a) That “guest Service” is about more than just having all the answers!
 - b) Your Store Lay-Out and Shelf Tagging System—How to Navigate the Set
 - c) Your New Items, Special Pricing, and Discount Policies
- 3) Most importantly: Be Honest, Energetic, Excited, and PROUD of your store and the products that you carry.

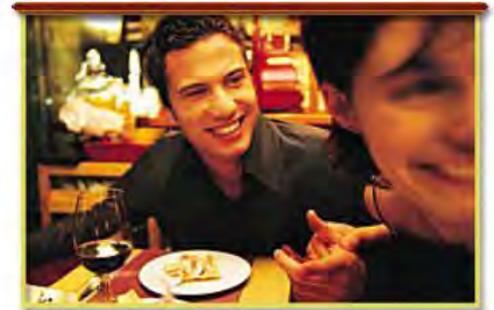


Elite Professional Sales and Service

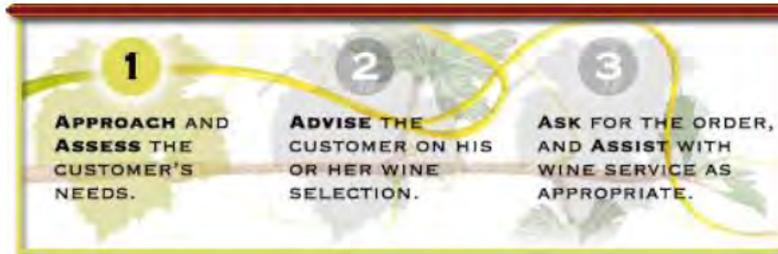


Occasion #1: Casual Meal/Evening at Home

- guest's personal taste paramount.
- Likely looking for a good value for the \$.
- Not likely to spend a lot of time selecting.
- Possibly in a hurry, seeking a "Grab-n-Go" item.
- Notes on shelves/display point of sale materials have major impact on these shoppers, OR—
- Might already have "go to" brand in mind, BUT—
- They will also be interested in the latest "steals" that a professional sales person can "turn them on to", AND—
- They might be forgetting to purchase an important mixer/garnish needed for their favorite beverage.



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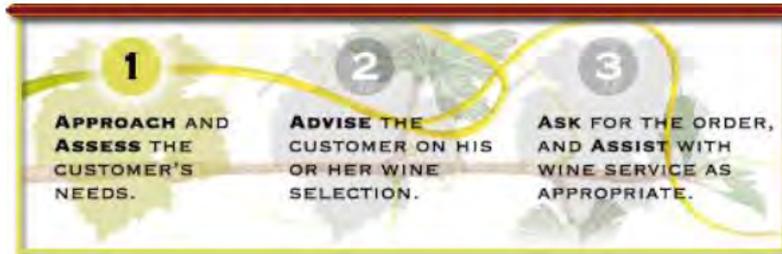


Occasion #2: Special Gathering with Friends

- Guest's personal taste still important, BUT
- Higher Image wines often sought
- Willing to pay more but still seek value
- "More" a relative term
- "Need to Impress" adds stress
- Possible high "cost of failure" adds stress
- Can you say, "STRESS"???
- Likely to spend more time/need more assistance making the decision—whether willing to ask for it or not.



Elite Professional Sales and Service

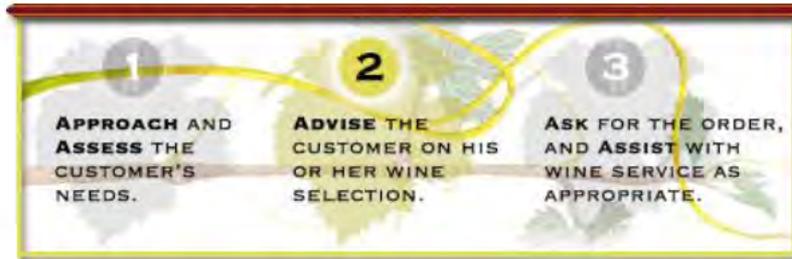


Occasion #3: The Gift

- Most difficult scenario overall.
- Personal taste of the gift **RECIPIENT** now most important, but often unknown by the purchaser.
- Price range hard to predict as expectations of the recipient may be different than those of the purchaser.
- Price ranges also vary based upon reason for the gift.
- Need to impress weighs heavily in decision (Prestige Brand Opportunity).
- Sales consultant must quickly be able to understand the needs of all involved parties, and **CONFIDENTLY** make recommendations to satisfy them.



Elite Professional Sales and Service



- 1) Continue to ASK additional questions as needed to refine your recommendations and allow THEM to guide YOU to a solution.
- 2) Advise them on which items in your selection may meet their needs, offering several options from least expensive to more expensive (Good-Better-Best).



Good

- Lowest end of stated range
- Increases trust/decreases fear
- Lets them feel good about saying, "too cheap"

Better

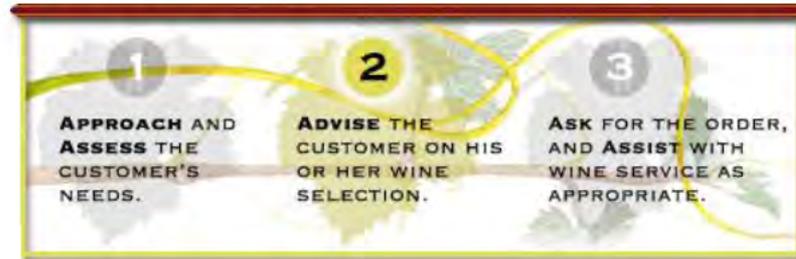
- Upper-middle of range
- Further increases trust
- Gives them fall back if "Best" product's price too high

Best

- SLIGHTLY higher than range
- Presented as aspirational but attainable
- An enticing compliment to their good taste



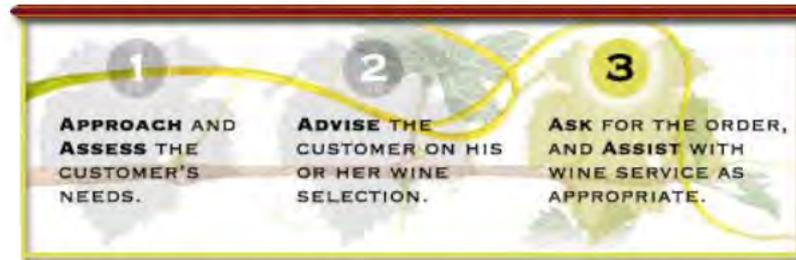
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- 3) Have a few ready/go-to suggestions, but be able to recommend all wines/spirits in your set comfortably.
- 4) Whatever their final decision, provide enthusiastic positive reinforcement:
 - “Great choice.”
 - “Your guests are going to love that one.”
 - “That’s one of my favorites...”



Elite Professional Sales and Service

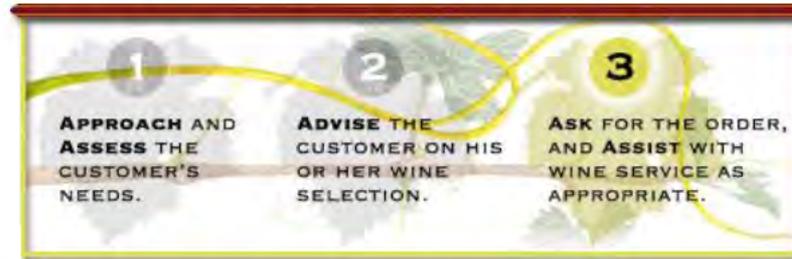


You've "prepped the guest", now ask for the order.

- 1) The key to elite professional sales and service is confidently asking for the order:
"Do you think that this will adequately meet your needs?"
"It looks like you've found something interesting. Can I ring that up for you?"
- 2) Don't hover if they wish to shop on their own but do remain visible should they have or appear to have a question.
- 3) If the guest appears to be leaving without a purchase approach them, thank them for coming by, apologize for not having a selection that interested them, and ask if there was something they were looking for but did not find.
- 4) This invites further conversation that might possibly lead to a sale—either then or at some point in the future.



Elite Professional Sales and Service



Assist the guest in completing the sale and transporting their purchases.

- 1) Assist them in getting all of the bottles they want, bringing out back-room stock as needed (and insuring that the same vintage/appellation/type is provided).
- 2) Be certain that they are aware of all price discounts/specials available to them:
 - a) Temporary Price Reductions (TPR's)
 - b) Multi-bottle purchase discounts
 - c) "Club" discounts
 - d) Cents-off Coupons
- 3) Assist in packing the bottles for convenient transportation
 - a) Individual bags
 - b) 6-pack carriers
 - c) 12-pack empty boxes
- 4) Assist the guest in getting the product to their vehicle



Elite Professional Sales and Service

Want To Learn More About The Products You Sell?

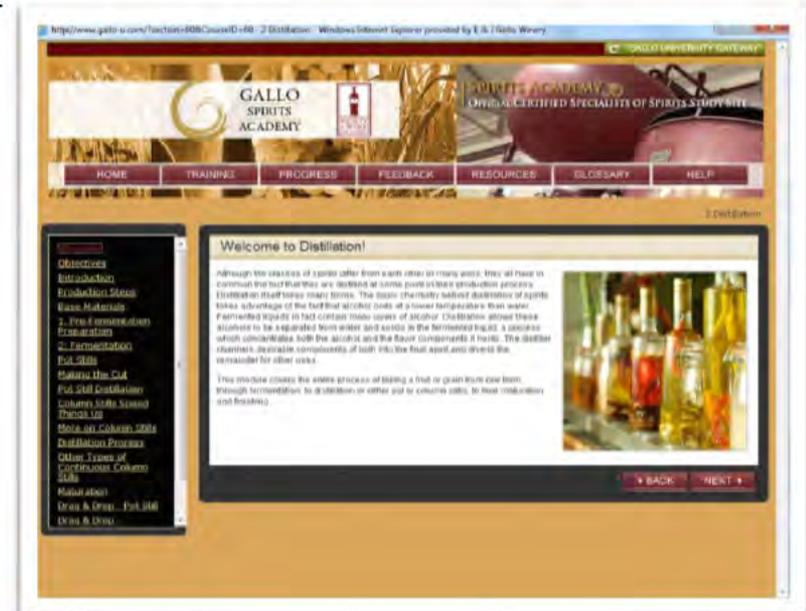
LOG ONTO THE GALLO WINE & SPIRITS ACADEMY TODAY!

OFFICIAL ONLINE STUDY SITE FOR THE SOCIETY OF WINE EDUCATORS' CERTIFIED SPECIALIST OF SPIRITS (CSS) CREDENTIAL

- Over 35 learning modules on spirits and wine
- Audio clips pronounce foreign terms
- Full glossary
- Interactive quizzes and exams

TO GET STARTED:

- 1) Go to www.GalloUniversity.com
- 2) Click "New Users Click Here"
- 3) For your first online session only, enter the default password "Trade"
- 4) Select "Oregon" from the drop-down menu
- 5) Click "Continue"
- 6) Fill in all requested information to create a unique username and password for yourself
- 7) Click "Create"
- 8) Click on the icon "Gallo Spirits Academy" and begin training



Elite Professional Sales and Service

In Conclusion

Three Steps of Elite Professional Sales and Service (The “Five A’s”):

- 1) Approach and Assess the guest’s needs
- 2) Advise the guest on their wine/spirit selection
- 3) Ask for the order and Assist with service as appropriate





GALLO
SPIRITS
ACADEMY

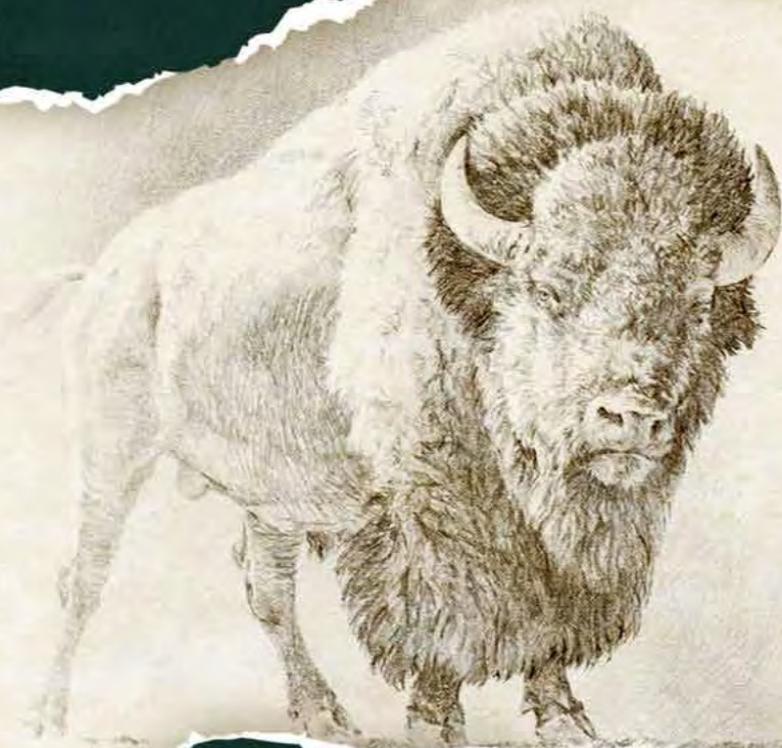
Gallo Spirits Academy

*Elite Professional
Sales and Service*



Whiskey-pedia:

Harlen Wheatley, Master Distiller, Buffalo Trace



BUFFALO  **TRACE**™
DISTILLERY

BUFFALO TRACE

DISTILLERY



BUFFALO TRACE

BUFFALO TRACE

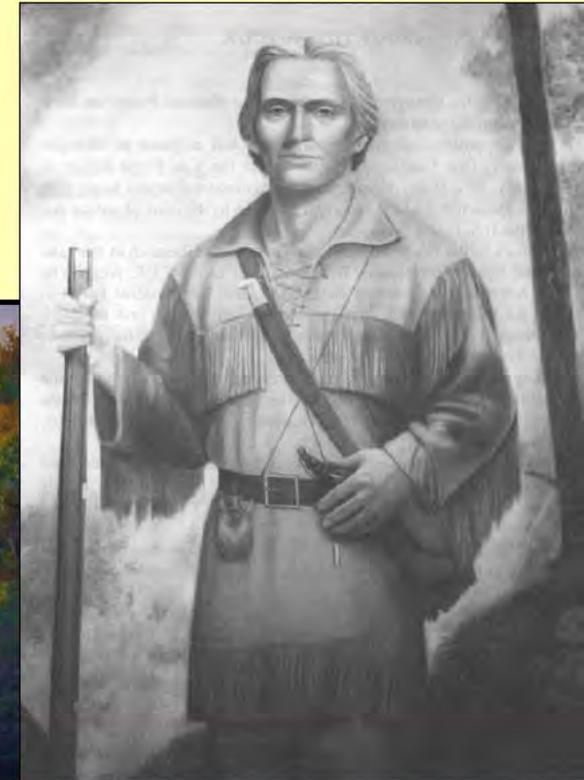


DISTILLERY

- History
- Awards
- Firsts – Innovations
- Our strategy
- What is Bourbon Whiskey
- Taste some of our products
- Questions

History

- Virginia settlers moved west
- Site settled in 1773



BUFFALO TRACE

History

- The modern distillery built in 1857
- Distilled whiskey continuously through
 - Prohibition
 - Flood of 1937
 - WWI and WWII
- Renamed Buffalo Trace Distillery in 1999



BUFFALO TRACE



BUFFALO TRACE



BUFFALO TRACE

BUFFALO TRACE

DISTILLERY

- www.buffalotracedistillery.com

Named National Historic Landmark

Highly intact example of pre-Prohibition industrial architecture that also shows how distilling expanded once the federal ban was repealed in the early 1930s, according to the National Park Service. As an integral part of U.S. History, the distillery is now an distinguished landmark.



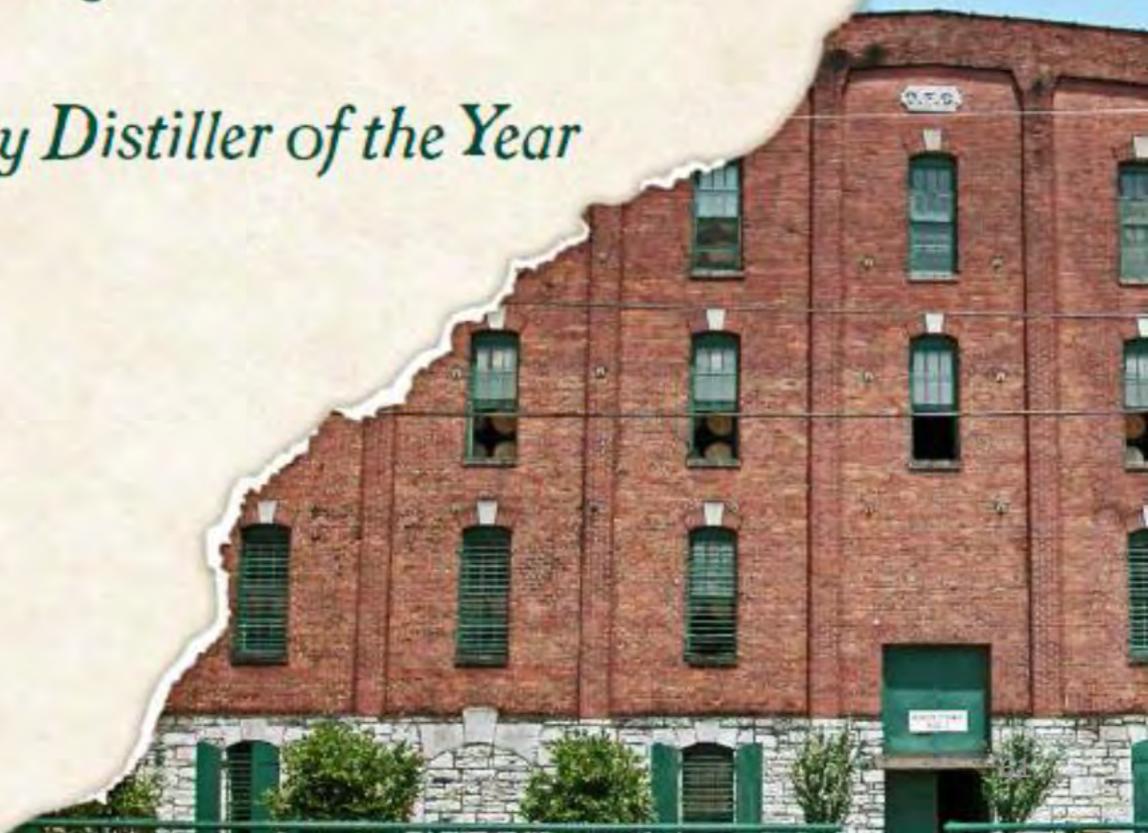
BUFFALO TRACE

The World's Most Award Winning Distillery

Winner of over *500 National and International Awards*

Distillery named the *Best distillery in the world* 7 times

Named 2013 and 2014 *Whiskey Distiller of the Year*
by Icons of Whiskey America



Honor Tradition, Embrace Change

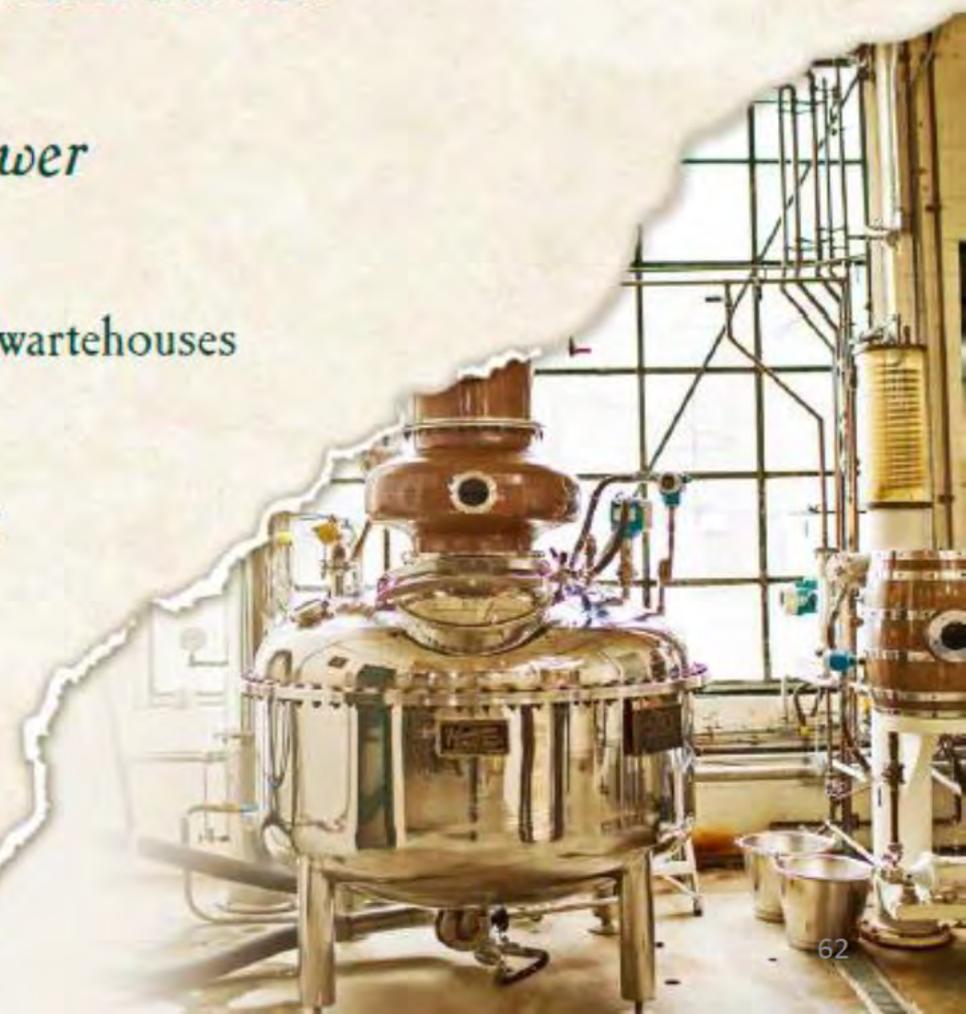
First to commercially market *Single Barrel Bourbon*

First to incorporate the use of *steam power*

First to use *temperature controlled* warehouses

First to use *reverse osmosis* to further
purify our water

First to ship whiskey down
the Mississippi River



Our Bourbon Strategy

Top Quality Whiskey

At the heart of our strategy is making top quality whiskey, plain and simple, no expense is spared

Excellent variety of tastes

In order to attract new consumers to the category and maintain the interest of existing consumers our strategy involves providing consumers with a variety of different tasting whiskeys

Aged Whiskey

One of the main ways to provide consumers with a variety of different tastes is through the use of different aged whiskeys. Our portfolio ranges from 4 years old to 23 years old, the broadest of any distiller

Variety of recipes

The other main element for providing a variety of tastes is through the use of different recipes. At Buffalo Trace we use 5 different recipes, also the broadest range of any distiller. In tandem, our use of age / recipe provides for a very wide range of tastes

Bourbon Whiskey?

1. Must be made in the United States
2. Majority of recipe must be corn
3. Can not be distilled higher than 160 proof
4. Must be aged in a new oak barrel
 - Max 125 proof
5. No artificial flavoring or colors allowed



BUFFALO TRACE

BUFFALO TRACE

- Launched in 1999 in Kentucky only
- Flagship brand of the Distillery
- Named after the ancient buffalo trails
- Small batch
- Hand made
- Cork finished
- 90 proof (45% abv)



BUFFALO TRACE

Highly decorated

- **Double Gold Medal Winner**
(2009 & 2012 San Francisco World Spirits Competition)
- **93.5 rating**
(Jim Murray's Whisky Bible)
- **93 rating**
(Beverage Tasting Institute)



“One of the world’s great whiskies”

- Jim Murray, *Whisky Bible*



BUFFALO TRACE



Eagle
Rare

SINGLE BARREL

- Aged 10 Years
- Single Barrel
- Rated 93 - *Whisky Bible*
- Rated 93 - *Beverage Tasting Institute*
- Only bourbon to ever win the “Double Gold” Metal five (5) times



BUFFALO TRACE

W. L. Weller®

- Wheated mash bill
 - Special Reserve 90 proof
 - Old Antique 107 proof
 - 12 year old
- Aged in middle & top floors
- One of only 5 bourbons using wheat recipe
- 4 Stars (Spirits Journal)



BUFFALO TRACE



Blanton's

THE ORIGINAL SINGLE BARREL BOURBON WHISKEY

Blanton's is the original Single Barrel Bourbon that retains its uniqueness today by virtue of world wide critical acclaim. It has been awarded international gold medals, grand gold medals, and recommendations from noted spirits writers like Paul Pacult.

The individual barrel selection process is one that involves one of the most respected Master Distillers in the bourbon industry. Elmer T. Lee introduced Blanton's Single Barrel Bourbon in 1984 and since that time has been enshrined in the Master Distillers' Hall of Fame. Elmer searched the honey spots of Warehouse H to personally select those barrels destined for greatness.

From world-class bourbon to the most unique package, everything about Blanton's exudes quality, class, and excellence.



In the winter of 1881, Albert Bacon Blanton was born into one of the first families of bourbon history. At the age of 16, he started work in the distillery as an office boy and fast became a leading pioneer in the development of bourbon. From the time he was made company president in 1921 till his retirement in 1952, his distillery expanded from 44 to 144 buildings to become the largest distillery of its day.

During that period Colonel Albert Blanton created his very special and limited supply of bourbon - his private reserve - handpicked and stored in what now is known as the famous Warehouse H. Although Colonel Blanton died in the spring of 1959, his legacy lives on in.

The nose is very deep and satisfying. The taste has a masterful start with powerful dry vanilla notes in perfect harmony with hints of honey amid the strong caramel. The long, creamy caramel holds the fort until some late soft peppers arrive to spice things up. The underlying dryness amid the spice and honey really makes for bourbon that should suit all tastes and one to keep the discerning whiskey drinker almost purring with delight.

- Jim Murray, Author

“Bourbon, Rye and Tennessee Whiskey”



- 93 proof
- First ever Single Barrel
- Aged in Warehouse H
- Handwritten labels
- Sealed with wax
- Unique Thoroughbred stopper
- Cork finish
- Winner of 5 Gold Medals in international spirits competition

Old RIP VAN WINKLE

- Very limited
- Highly rated line of “Wheated” Bourbons
 - 10 year old
 - 12 year old
 - 13 year old Rye
 - 15 year old
 - 20 year old
 - 23 year old



BUFFALO TRACE

Antique Collection

- Bottled only once per year
- Very limited
- Continually rated the best collection of American whiskey in the world



BUFFALO TRACE

EXPERIMENTAL COLLECTION

Over 20 years ago Buffalo Trace Distillery began experimenting. Since then we produced over 1,500 experimental barrels of whiskey now aging in its warehouses. Each of the barrels has unique characteristics making each one different from all others. Some examples of these experiments include unique mash bills, types of wood, barrel toasts and more.

- Occasionally we bottle some
- Very limited
- 375ml bottles



BUFFALO TRACE

Thank you,

Questions?



BUFFALO TRACE

Whiskey-pedia:

Chris Fletcher, Assistant Master Distiller, Jack Daniels

JACK DANIEL'S
OLD
No. 7
BRAND



Lynchburg, TN



Jasper Newton Daniel



Making Charcoal



Stillhouse



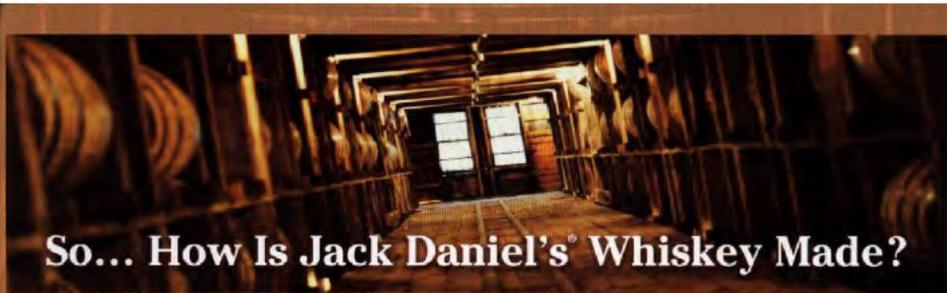
Charcoal Mellowing



Warehousing



Warehousing



So... How Is Jack Daniel's® Whiskey Made?

Step 1: The Rickyard

At the rickyard, we make our own special charcoal for the mellowing process.

- Process starts with hard sugar maple trees.
- Timber is cut and stacked into a special "rick" formation.
- Hand-held water hose is used to keep the pile of wood from becoming ash.
- The result – a pure, clean maple charcoal without a trace of impurities.

Step 2: Distillation

Copper stills are used to distill our mash.

- Starts with the finest corn, rye and barley malt mixed with iron-free, Cave Spring water.
- Fermented mash is distilled in 100-foot copper stills.
- The new whiskey that flows from the still is a crystal clear 140 proof spirit.

Step 3: Charcoal-Mellowing

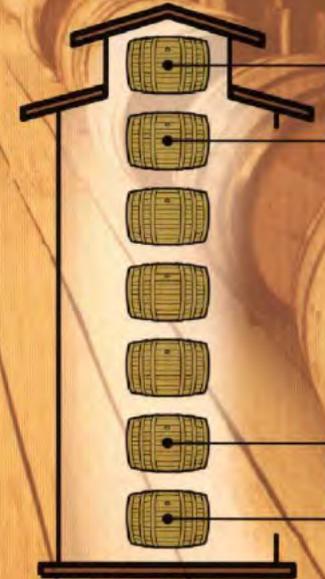
Charcoal-mellowing distinguishes Jack Daniel's Tennessee Whiskey from a bourbon.

- Newly made whiskey slowly drips through huge old mellowing tanks, hard-packed with 10 feet of sugar maple charcoal.
- Whiskey absorbs the essence of the charcoal, refining the spirit and giving it a unique flavor and aroma.
- Process takes a full ten days, but is worth the wait!

Step 4: The Barrel & Barrel House

White Oak barrels give Jack Daniel's Whiskey color and flavor.

- Whiskey barrels are assembled from American White Oak.
- Compounds are exposed when the barrels are toasted and charred inside.
- Wood contracts and expands as the whiskey ages inside the barrel.
- Whiskey moves in and out of the wood and exposed compounds mix with the whiskey. The mixing gives the whiskey a smoky flavor and an amber tint.



Whiskey-pedia:

Greg Davis, Master Distiller, Maker's Mark





Questions?



Liquor-nomics:

Mark McMullen, State Economist,
Oregon Office of Economic Analysis



STATE OF OREGON

The Economic Role and Outlook for Oregon's Liquor Industry



OLCC Liquor Agent Training
March 11th, 2015

Mark McMullen
State Economist

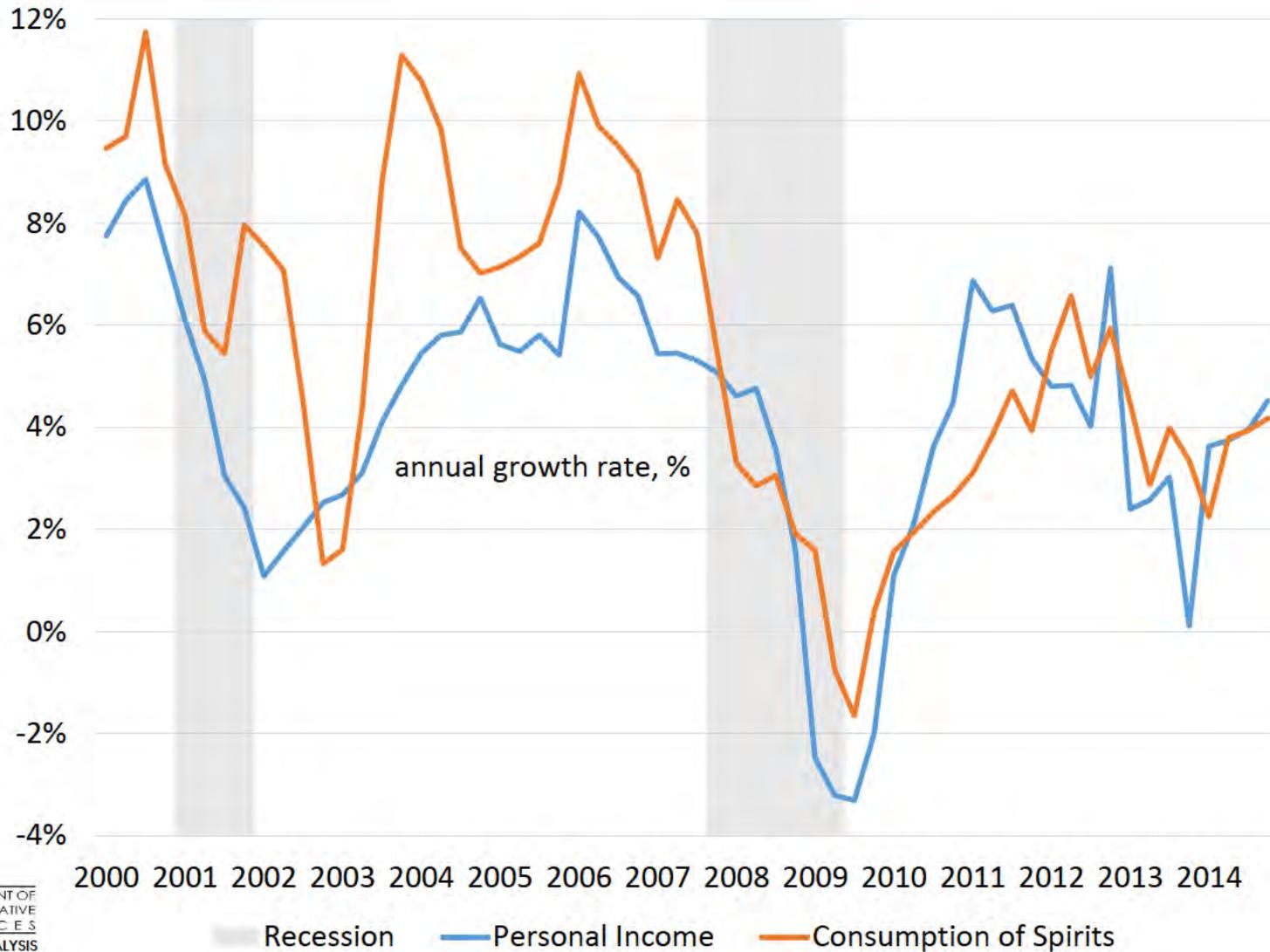


STATE OF OREGON

Economic and Demographic Determinants of Liquor Sales

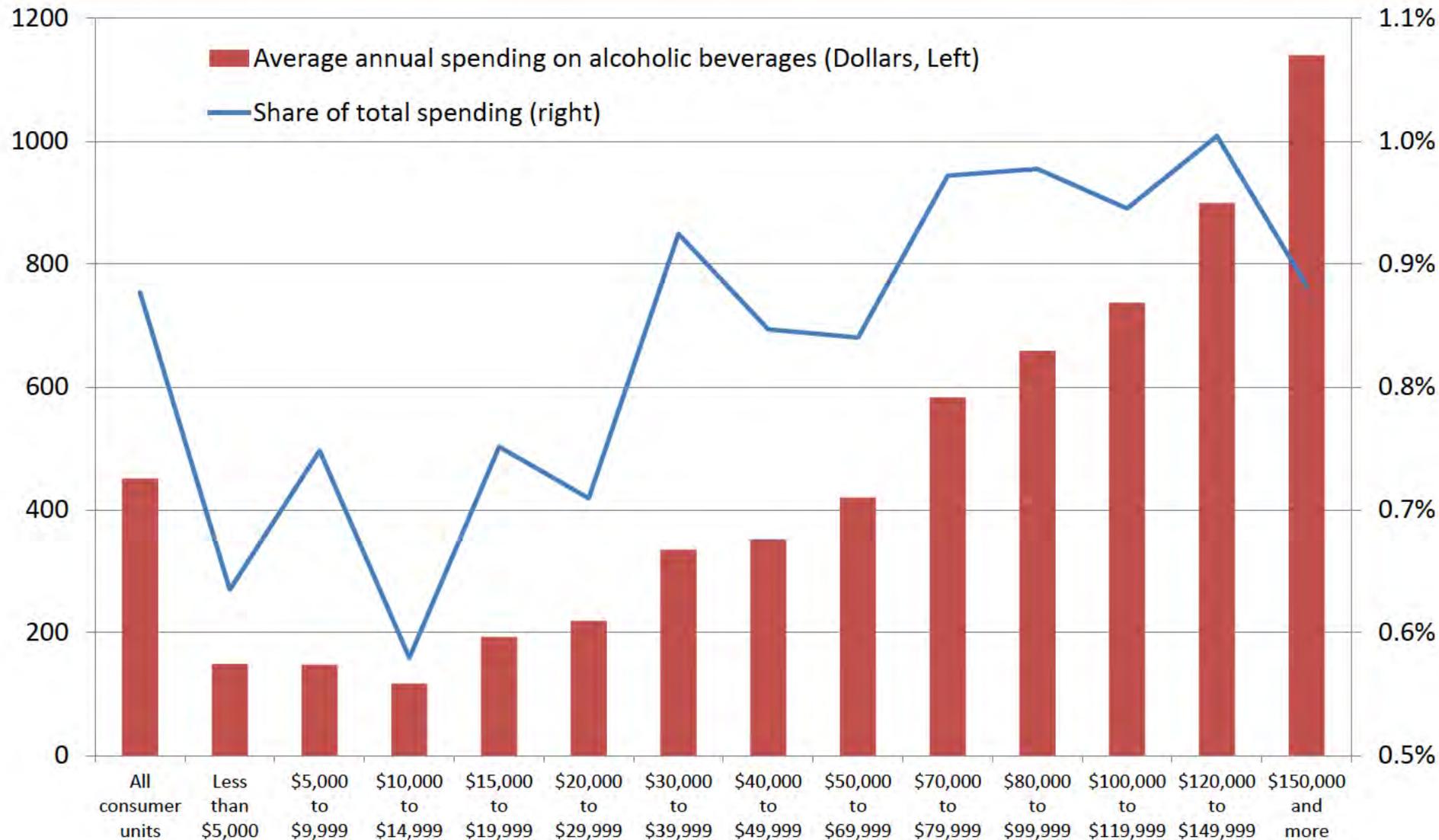


Economic Growth Drives Liquor Sales



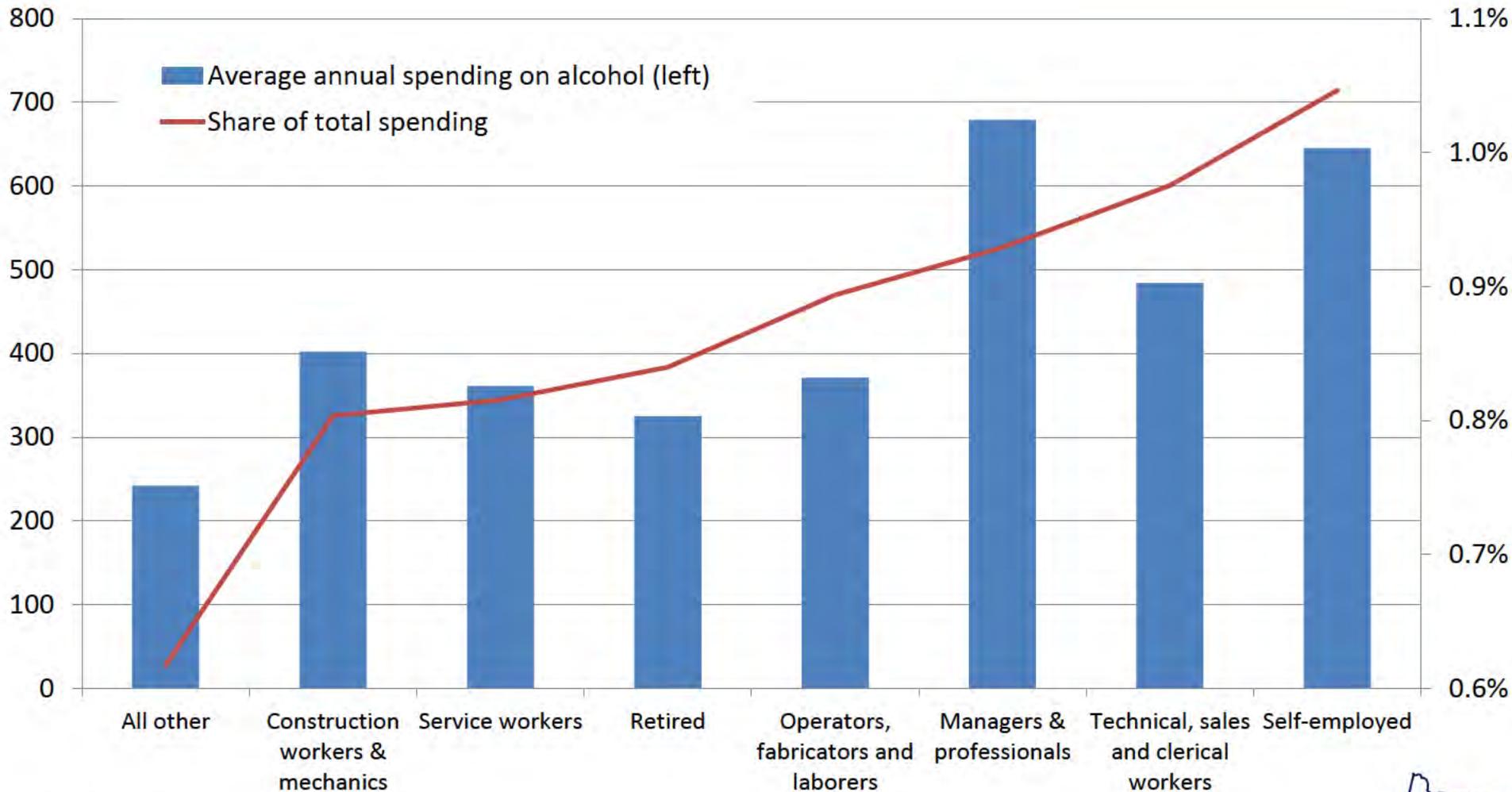


The More We Earn, the More We Spend — Particularly Middle-Income Households



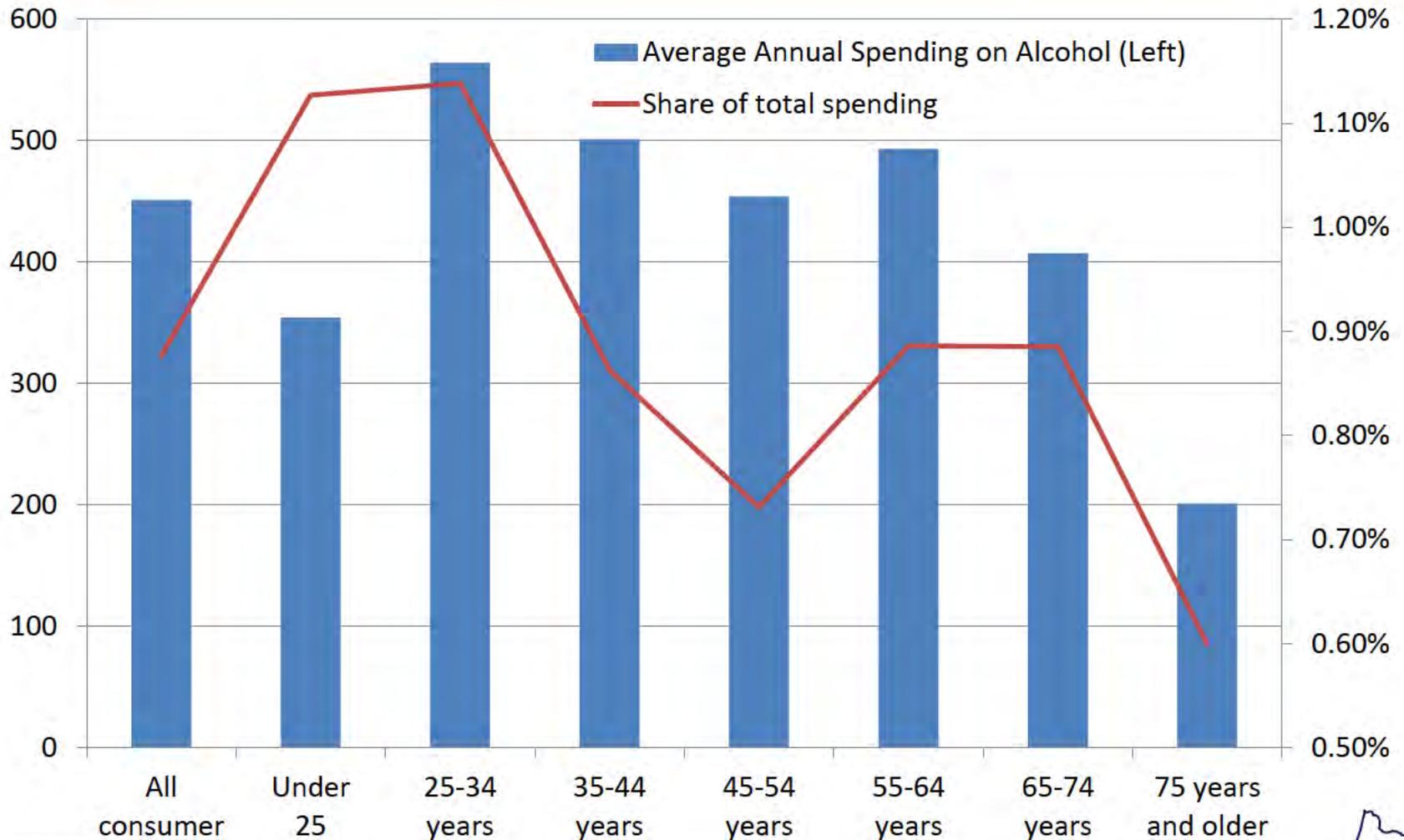


Desk Jobs Drive Us to Drink?



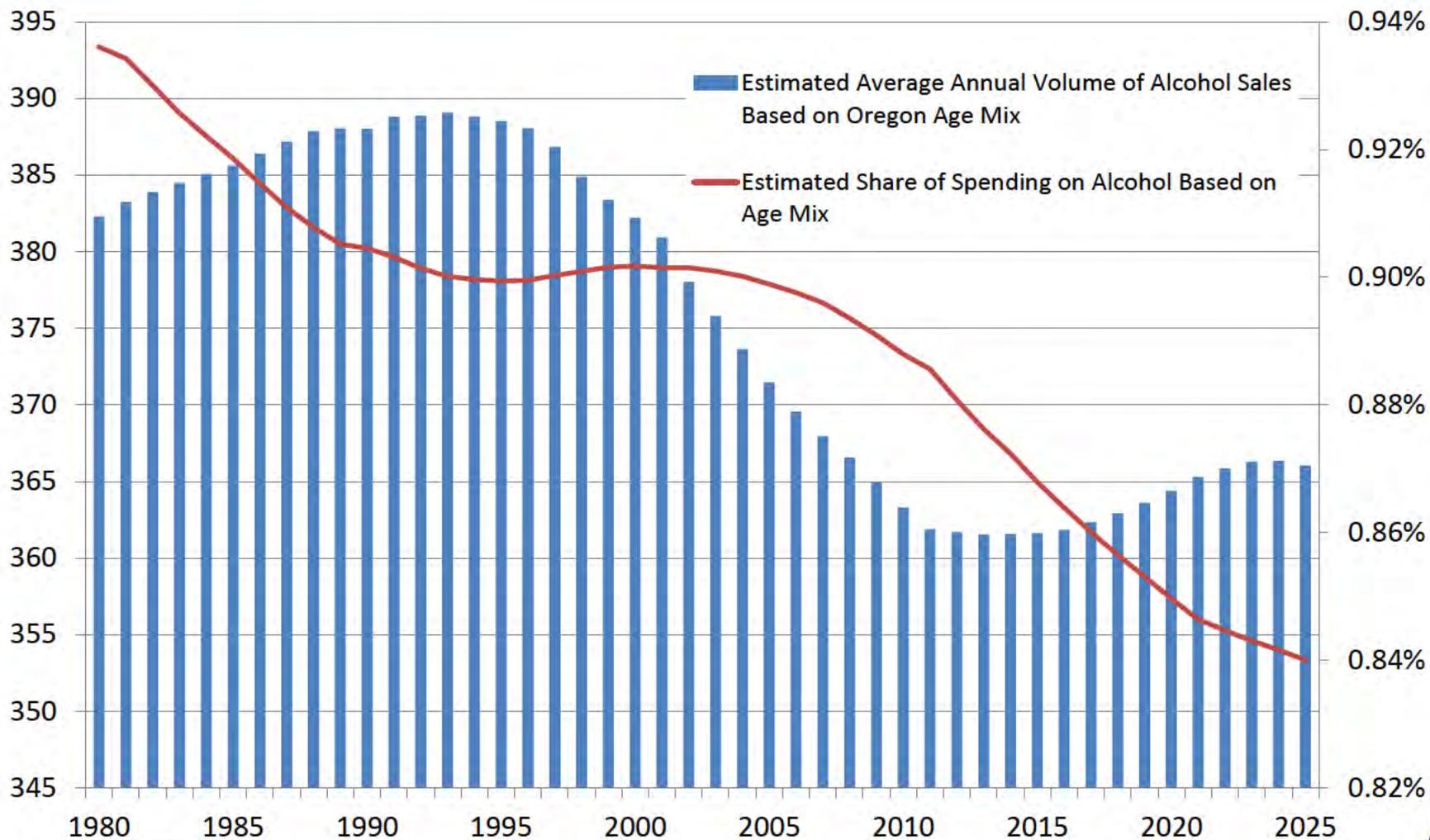


Demographics: Millennials vs Boomers



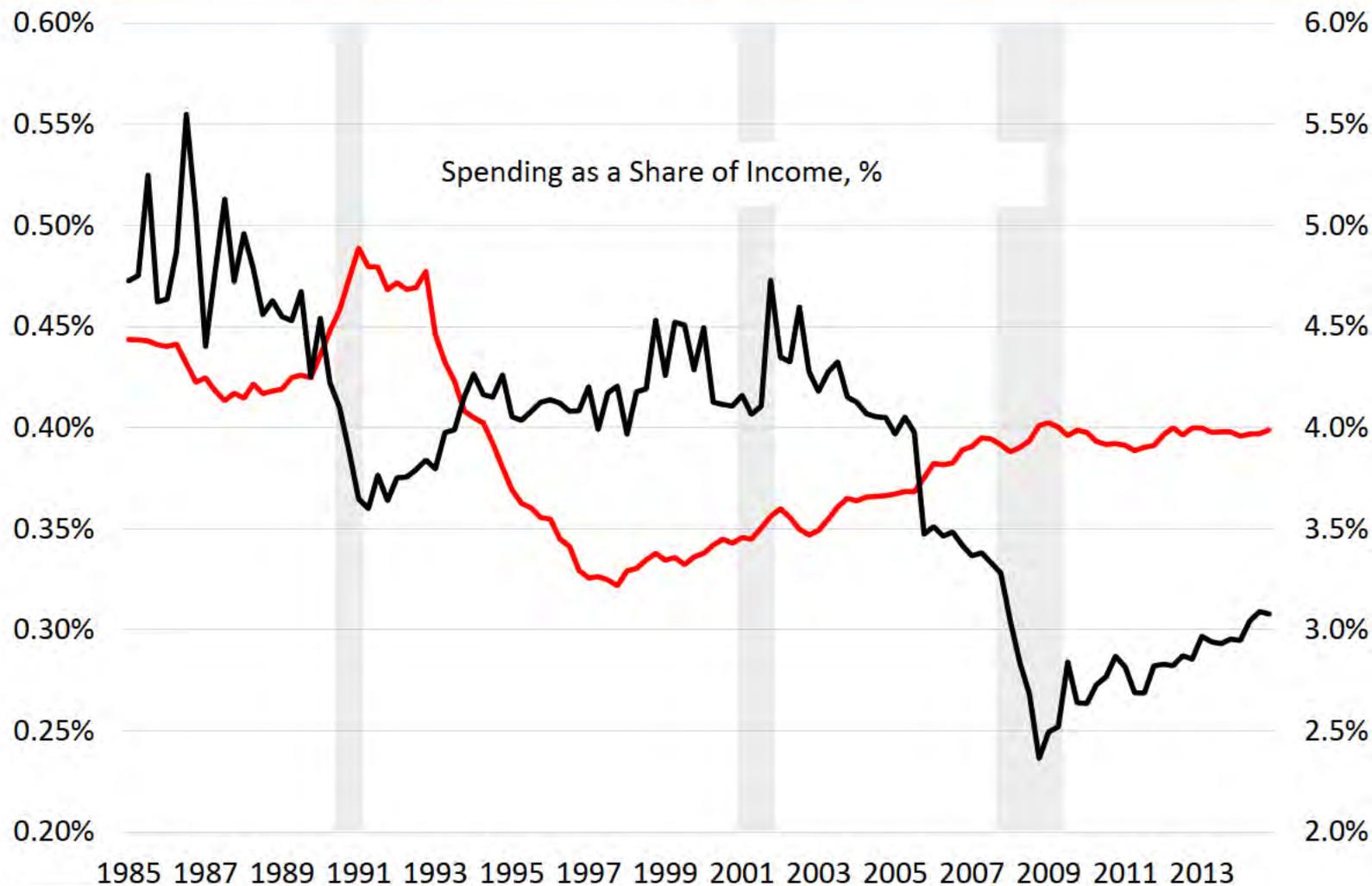


Demographics: Age-Based Alcohol Sales Forecast





Demand for Spirits Has Held Up Better than Demographics Would Suggest



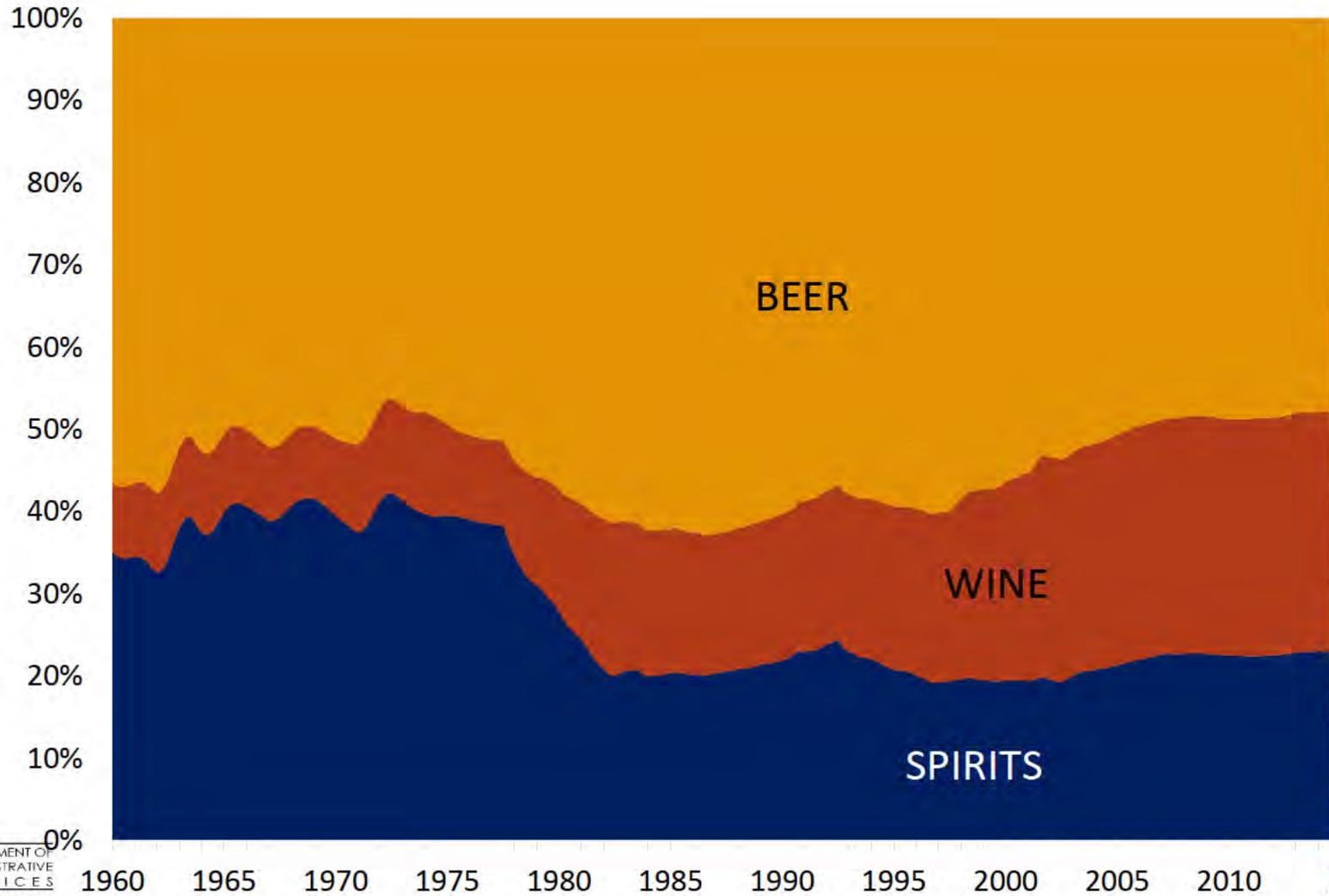
1985 1987 1989 1991 1993 1995 1997 1999 2001 2003 2005 2007 2009 2011 2013

Recession Spirits (left axis) Motor Vehicles (right)



Generational Tastes Are the Wildcard

Share of Spending on Alcohol Consumed Off-Premises





STATE OF OREGON

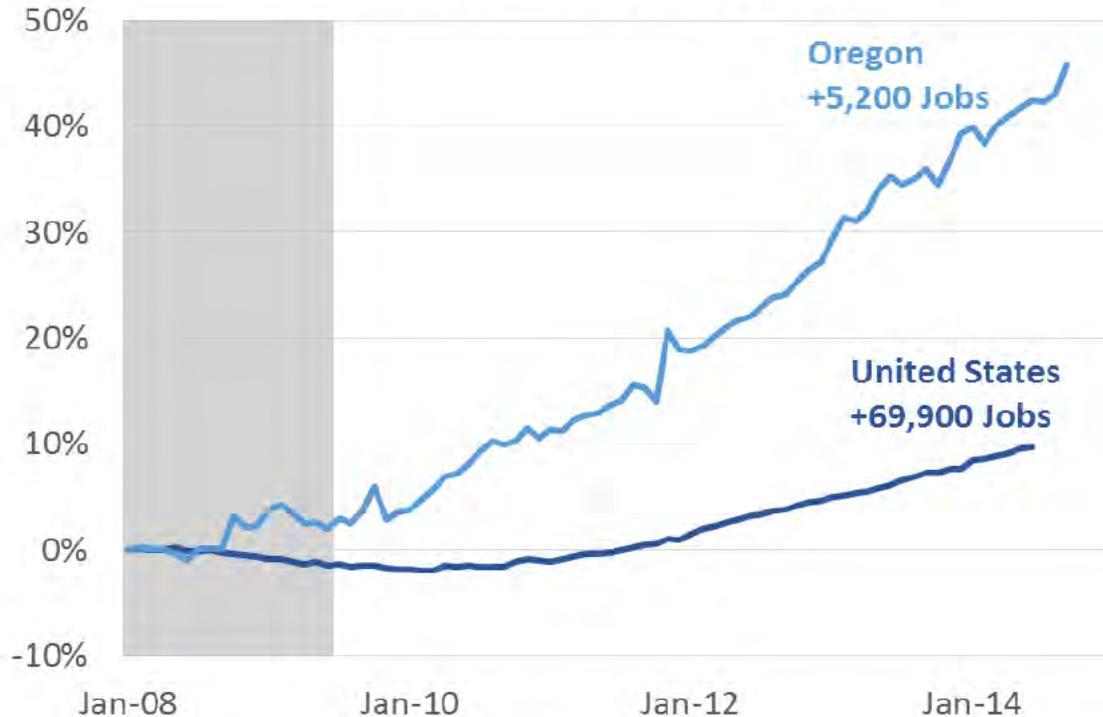
Liquor's Impact on the Regional Economy



Oregon's Comparative Advantage

Alcohol Cluster Employment

Breweries, Wineries, Distilleries, Beer/Wine/Alcohol Wholesalers,
Beer/Wine/Liquor Stores, Drinking Places



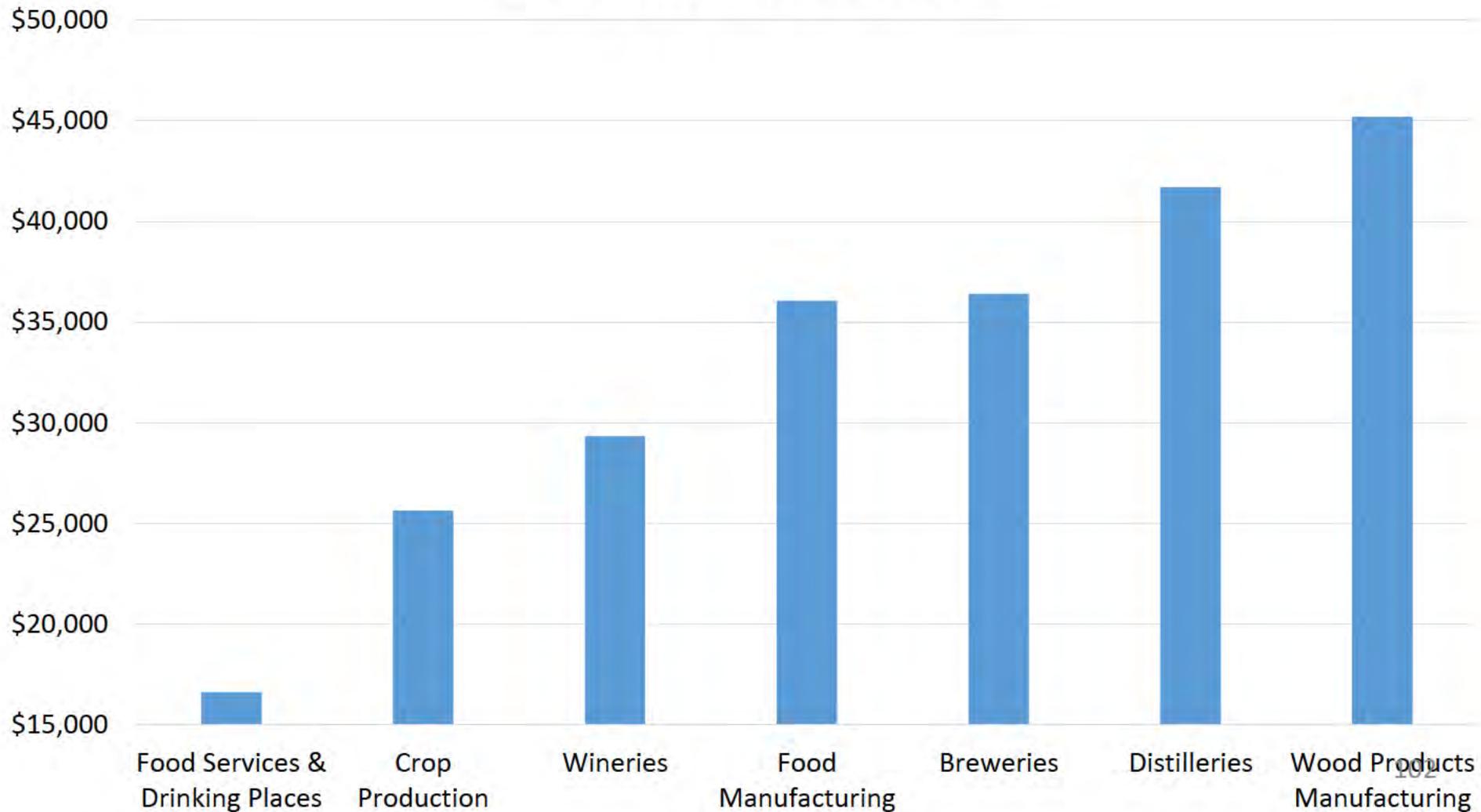
Data: QCEW, Oregon through Sep '14, US through Jun '14 | Source: BLS, OED, Oregon Office of Economic Analysis

- Cluster growth 4 times stronger in Oregon vs nationwide
- Oregon's Alcohol Cluster is 2% of US
- Oregon typically 1.2-1.4% of US (exports, jobs, population, etc)



While Few, Distillery Jobs Are High Quality

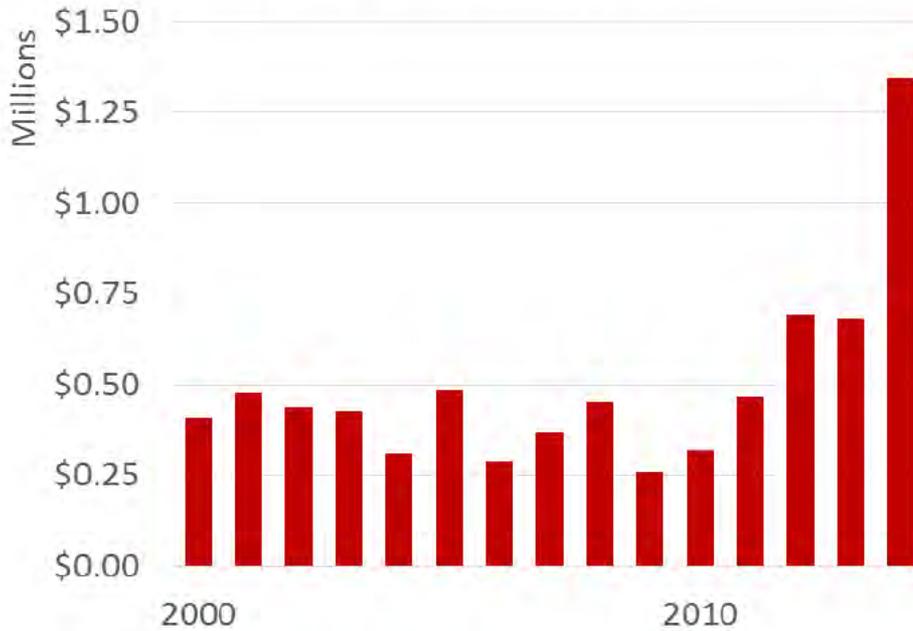
Average Pay Per Oregon Worker, 2013





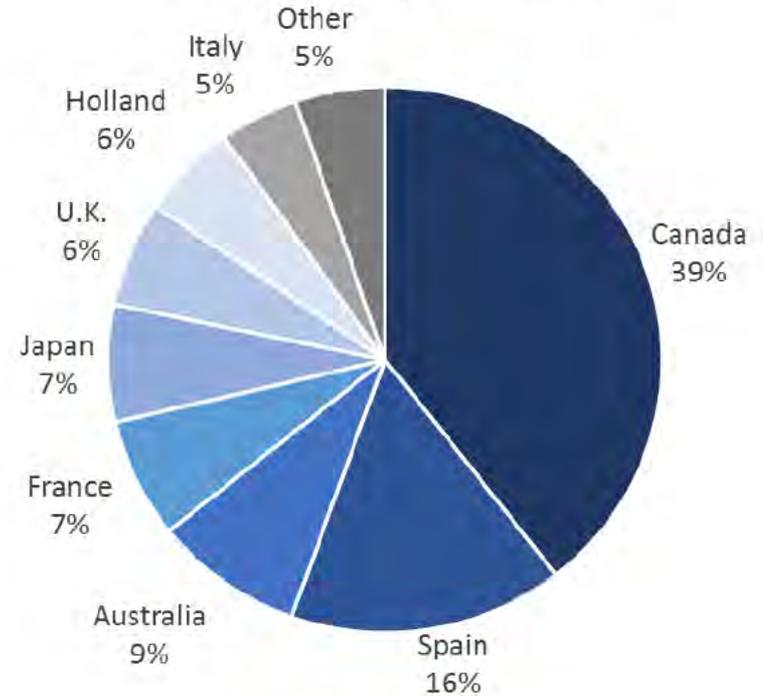
Oregon Liquor Exports

Oregon Liquor Exports



Source: WisserTrade, Oregon Office of Economic Analysis

2014 Exports by Destination

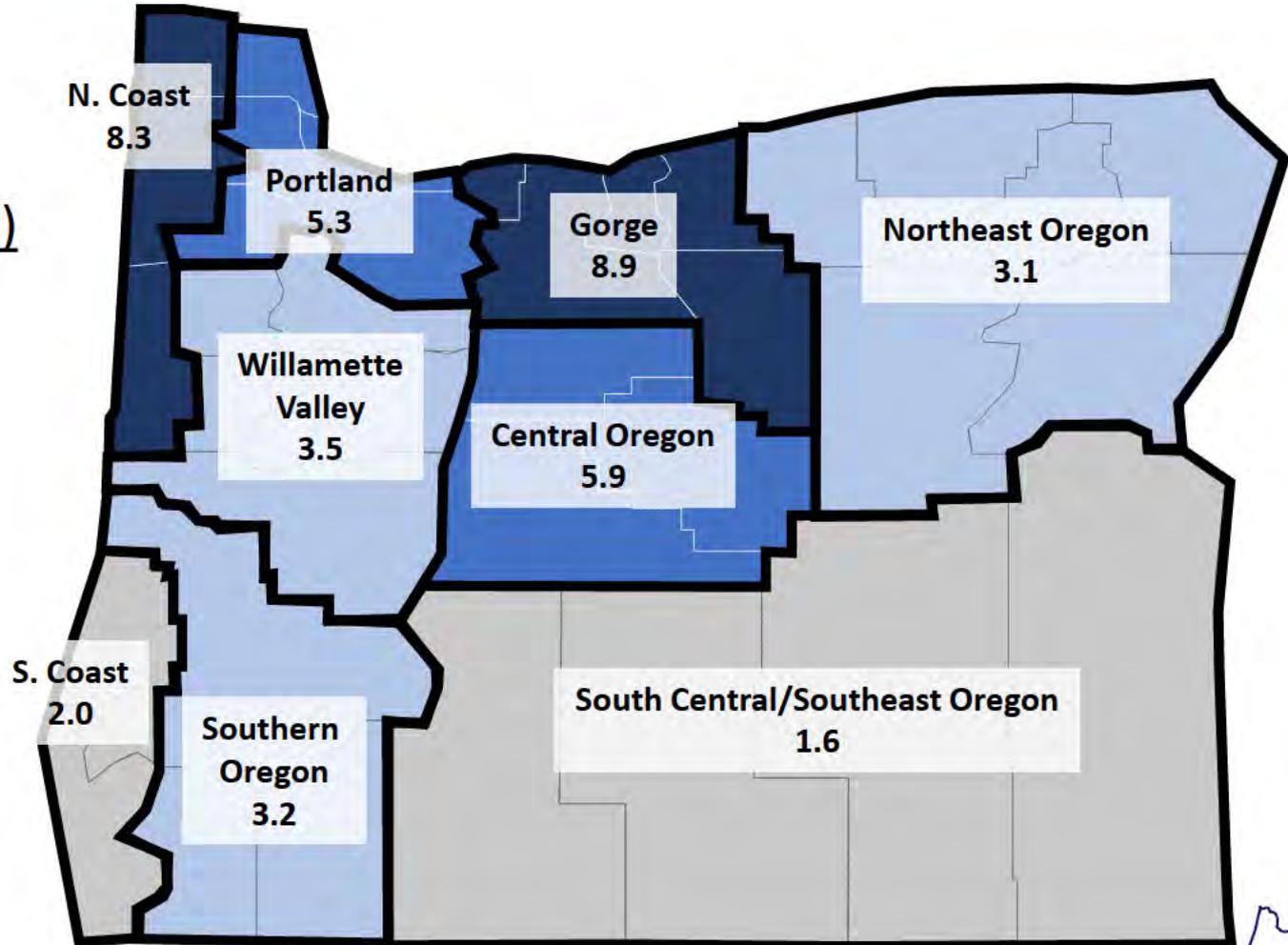




Geographic Footprint is Widespread

Alcohol Cluster
Jobs per 1,000
Population (2013)

U.S. 2.9
Oregon 4.6

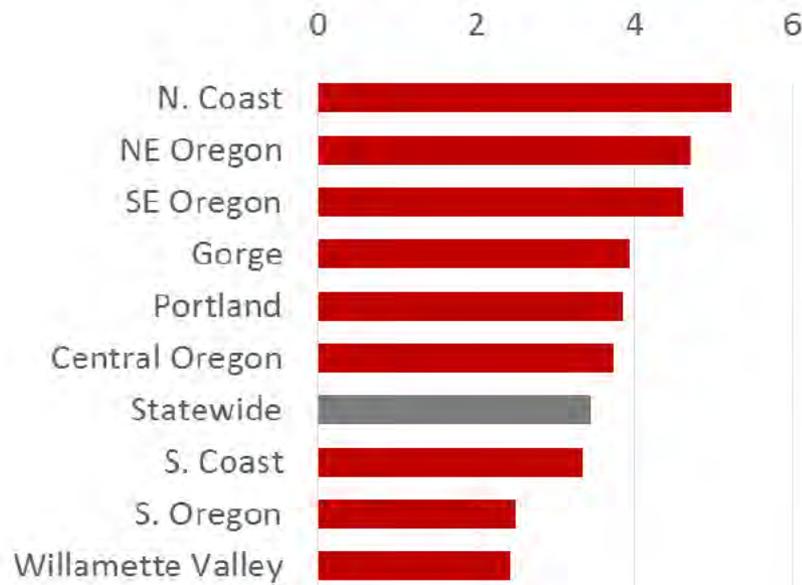




Oregon Liquor Stores

Liquor Store Employment

Jobs per 10,000 Population, 2013



Liquor Store Employment



Source: OLCC, OED, Oregon Office of Economic Analysis



For More Information

Standard Contact:

155 Cottage Street NE

Salem, OR 97301

(503) 378-3405

oea.info@state.or.us

www.oregon.gov/das/oea

Social Media:



www.OregonEconomicAnalysis.com



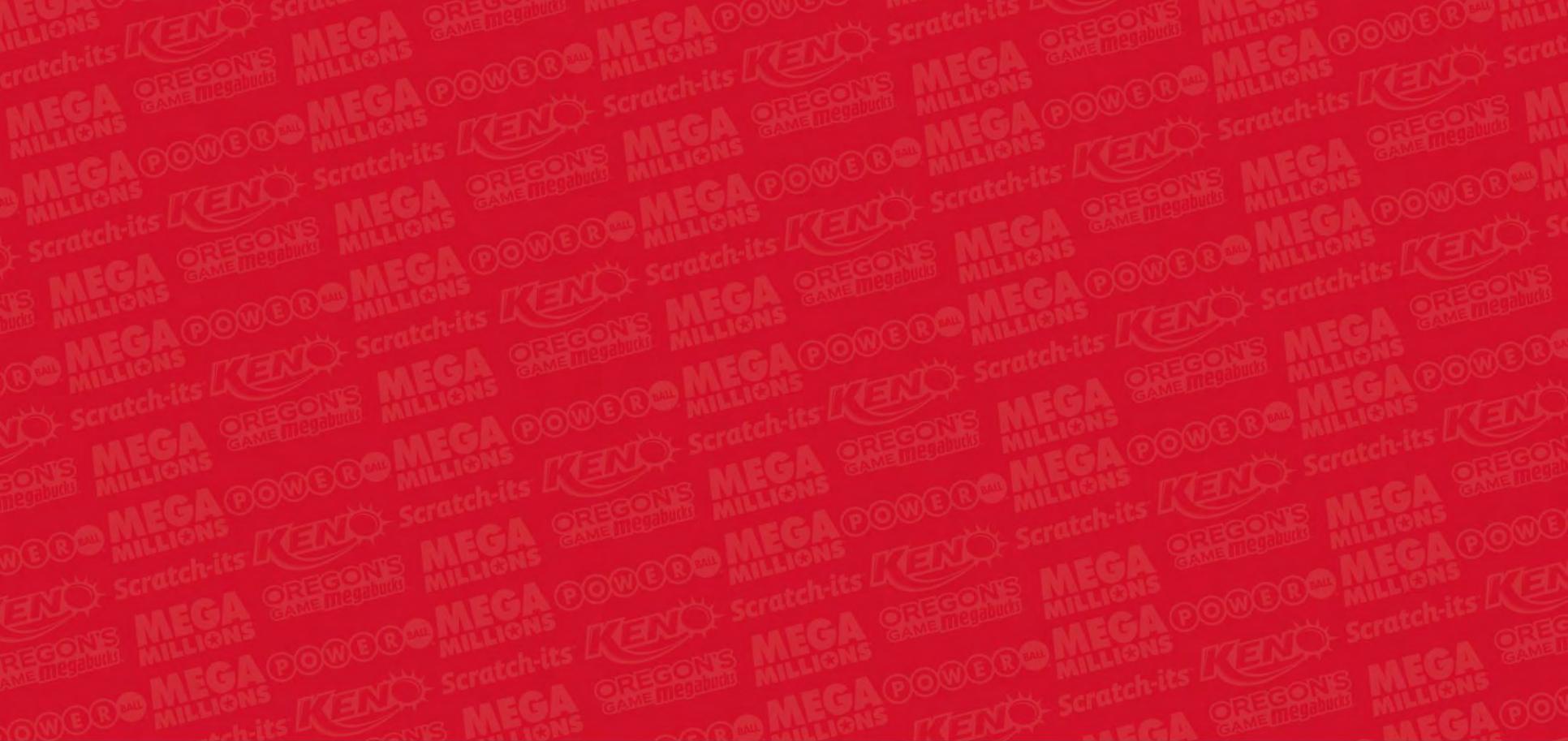
[@OR_EconAnalysis](https://twitter.com/OR_EconAnalysis)

Oregon Lottery

Together We Do Good Things:

Mark Strickler, Marketing Communications Manager, Oregon Lottery

Farshad Allahdadi, Retail Contracts Manager, Oregon Lottery



**LET US INTRODUCE
OURSELVES**



Your Oregon Lottery

- We are a business that sells a diverse portfolio of entertaining games
- Draw Games, Scratch-its and Video Lottery Games
- Lottery revenues go to helping make our state a better place to live and grow

Scratch-itsSM

MEGA MILLIONS **POWER BALL[®]**

RaffleSM **win for life**

OREGON'S GAME megabucksSM

KENO **pick4SM**

VIDEO LOTTERY 

Billion Dollar Oregon Business

- 2014 sales exceeded \$220 million in Draw games and Scratch-it games
- More than 1.5 million Oregon adults play Lottery games
- Last year, retailers who sold our products earned nearly \$20 million in commissions.

"Lottery products have enabled us to grow our business. They help us stay competitive & give our customers a product that's fun & exciting"

Rich Peterson, Owner, Naps Thriftway, Newberg



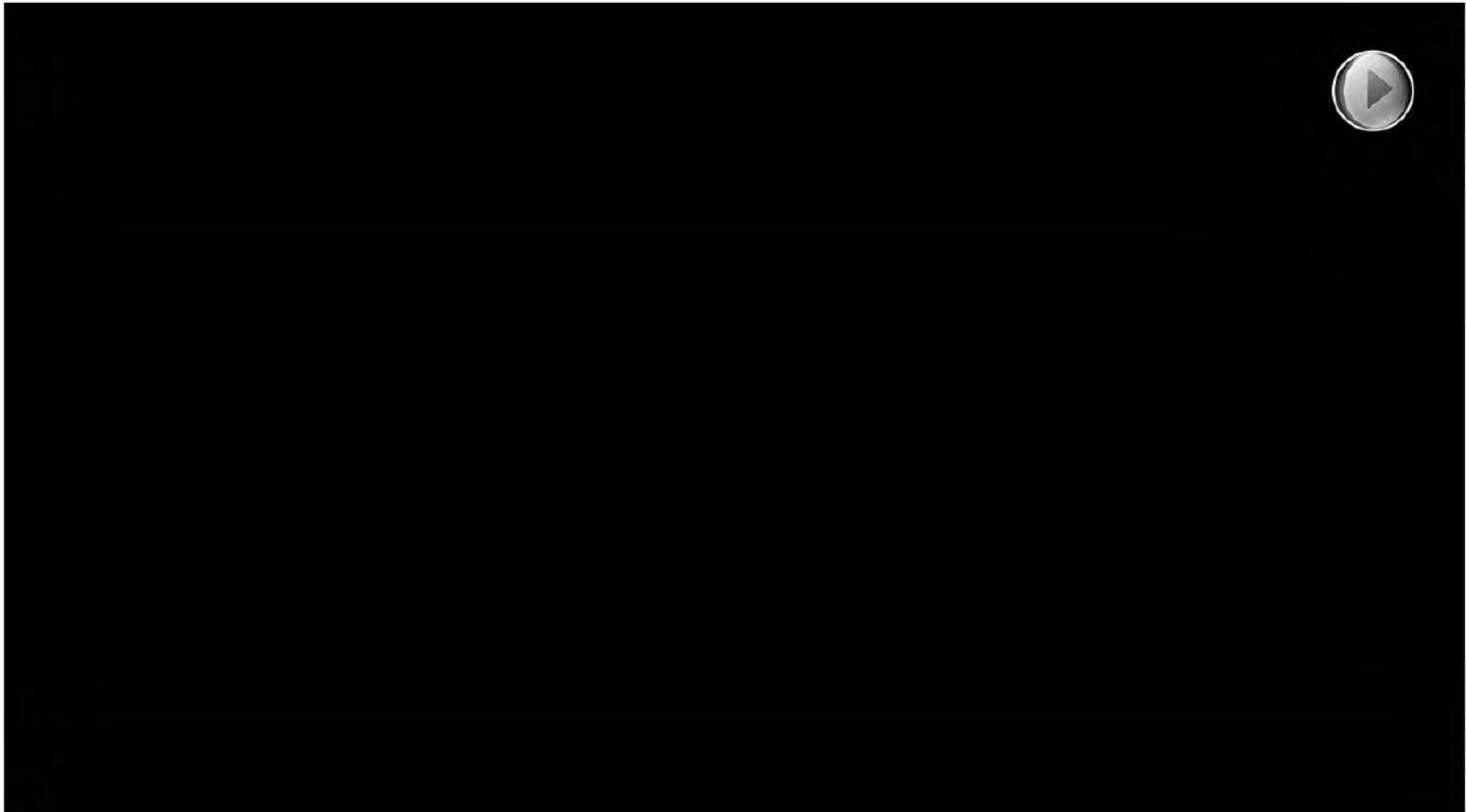
Why Consider Lottery?

- Selling Lottery products can increase your bottom line
- Average Lottery retailer sells an average of \$132,000 per year
- Oregon Lottery sales commissions are the highest in the US – up to 10%
- Lottery products generate some of the highest profit per square foot of any retail product

AVERAGE WEEKLY SALES DRAW GAMES & SCRATCH-ITS	COMMISSION PERCENTAGE
Below \$1,000	5.00%
\$1,000 - \$1,999	7.00%
\$2,000 - \$2,999	7.50%
\$3,000 - \$3,999	8.00%
\$4,000 - \$4,999	8.50%
\$5,000 - \$5,999	9.00%
\$6,000 - \$6,999	9.50%
\$7,000 and up	10.00%

Testimonials

Here's what a few of our retailers have to say...



Did You Know?

- Lottery players tend to spend more than non-lottery players
- Lottery customers purchase at least one additional item
- Players reinvest winnings back into your business

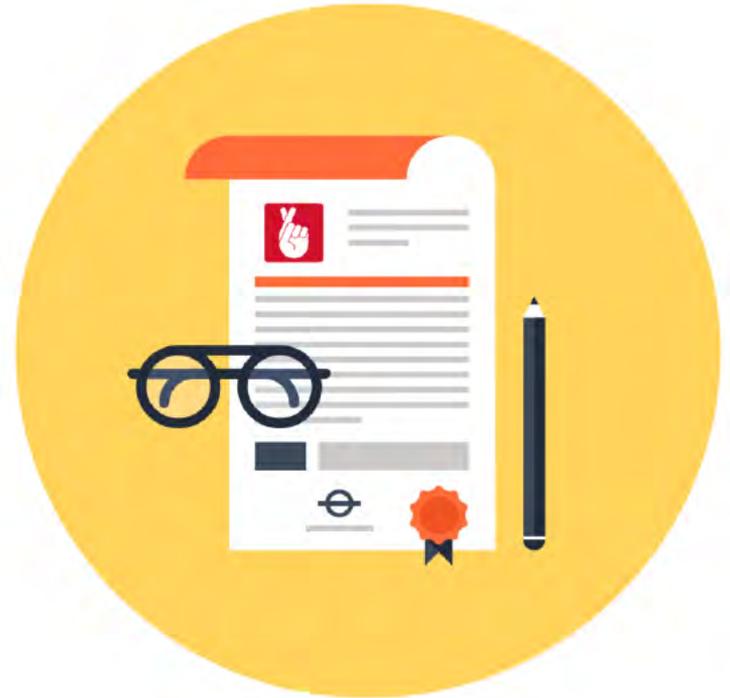


What to Expect

Phase 1 – Application Process

A Retailer Contracts Support Specialist will contact you

- Your Contracts Representative may meet with you several times as you complete the application.
- We will submit the application to Retail Contracts Administration who will review the application for completeness.
- Background investigation completed by Oregon State Police.
- A temporary background investigation will be performed and you may qualify for a temporary contract



What to Expect

Phase 2 – Equipment Installation

If the temporary contract is approved, we will assist with ordering your:

- Telephone line for your terminal
- Review electrical power requirements for your equipment
- Assist with scheduling your equipment installation
- Coordinate your training



What to Expect

Phase 3 – Training

Once you have attended training at the Lottery, we will:

- Coordinate on-site training for your staff at your retail location
- Monitor training issues
- Provide follow-up training



What to Expect

Phase 4 – Ready to Sell

Your Lottery Representative will provide sales and marketing support

- Coordinate and/or provide ticket dispensers and installation
- Coordinate electric sign installation
- Provide and install merchandising and Point-of Purchase materials
- Assist with promotions



Come See Us!

- Redeem your Powerball coupon for a free ticket today at our booth!
- See the state-of-the art equipment you can receive as a Lottery retailer
- Become a retailer and receive a \$250 credit

CONFERENCE SPECIAL

BECOME A NEW
LOTTERY RETAILER
AND GET \$250!



INVOICE.

Questions



Report Cards:

Bryon Peterson, Territory Portfolio Manager,
Brown-Forman



BRYON PETERSON
TERRITORY PORTFOLIO MANGER

Liquor Agent
Report Cards



Store Report Cards



BROWN-FORMAN

- Store Sales Analysis Project: OLCC worked with NABCA and Brown-Forman
- Starting Point: Store-level, SKU-level sales data for 12 months ending October 14
- Deliverable: An 'Owner's Manual' pivot table view of the Oregon state store business, by Stores, Suppliers, Categories, Sizes, Brands, SKUs, etc.
- What's This For?:
 - Deeper/Better understanding of Oregon state store business
 - Identify key promotional periods
 - Category 'success stories'
 - Opportunities to drive growth/development
- Individualized, store-specific scorecards are in your welcome packet, here is an intro to this new source of sales data; your OLCC DM can tell you more!

Your Top 100 SKUs -- What Do YOU Sell The Most Of?



Top 100 Items in your store

Are they growing faster/slower than the average for all state stores?

What Are Your Top 100 SKUs?

Total # SKUs in your store:	2,178
Top 100 SKUs % of your total business:	49%

Concat Address BEAVERTON, OR

		Values			
RANK	Row Labels	\$ vol	\$ % vs LY	\$ % Better/Worse Than State?	
	Grand Total	\$7,826,045	6.4%		👍
1	JACK DANIEL BLACK LABEL 80P 750ml	\$171,035	6.6%		👍
2	FIREBALL CINNAMON WHISKY 66P 750ml	\$143,900	20.8%		👍
3	GREY GOOSE 80P 750ml	\$120,870	12.4%		👍
4	PATRON SILVER 80P 750ml	\$120,107	(10.1%)		👎
5	CROWN ROYAL CANADIAN 80P 750ml	\$109,181	(0.5%)		👎
6	KAHLUA COFFEE LIQ 750ml	\$99,425	17.9%		👍
7	JAMESON 80P 750ml	\$98,248	19.2%		👍
8	CHAMJINISULRO SOJO 46P 375ml	\$94,626	1.1%		👎
9	MONARCH VODKA 80P 750ml	\$87,612	2.4%		👍
10	MAKERS MARK 90P 750ml	\$84,416	9.1%		👍
11	BACARDI 151 RUM 151P 750ml	\$84,403	13.9%		👍
12	ABSOLUT VODKA 80P 750ml	\$78,167	(1.8%)		👎
13	BACARDI SUPERIOR LT DRY RUM 80P 750ml	\$75,466	13.6%		👍
14	SMIRNOFF VODKA 80P 750ml	\$71,724	30.2%		👍
15	KETEL ONE VODKA HOLLAND 80P 750ml	\$71,385	10.0%		👍

Actual store sales data for a large store in the Portland metro area.



BROWN-FORMAN

A-HA #1: This store carries nearly 2,200 items, but the top 100 are generating half its total business!

Top Item Review

- This store's total business is up +6.4% (compares to +6.0% for the state)
- Among the top 15 SKUs, only 3 are declining
- Of the 12 that are growing, 11 are growing faster (green thumbs) than those same items for the state overall.
- A-HA #2 – If a store is an area with considerably higher/lower income than average, growth rates can be much different than for the state overall.

Same store, same items, but now sorted from Smallest → Biggest



SKUs in your store, that sell \$0-120/year
(ie, <\$10/month), sorted in ascending order
HOW MANY COULD BE REPLACED?

Bottom-Performing SKUs

Total # SKUs in your store:	2,178
# SKUs selling less than \$10/Mo	264



A-HA #3: There are 264 items that are selling less than \$120/year (\$10/mo)

Bottom Item Review

- For many items at the bottom of this list, the store is probably selling only a bottle or two per **year**.
- Shelf and floor space that could be used for much more-profitable items!
- Virtually every store in Oregon is carrying a huge number of low-performing SKUs that are the bottom 25% of their total sales volume – but usually no more than a few dozen top-performing items!
- A-HA #4 – A loyal customer who buys other things might be buying that one bottle a year. If not, consider freeing up the space for something else?

Concat Address	BEAVERTON
TY \$	(Multiple Items)

\$ vol	Total
Row Labels	
DEKUYPER CREME DE ALMOND 56P 750ml	\$0
ABSOLUT VODKA RASPBERRI 80P 50ml	\$0
SKIPPER FINEST OLD DEMERARA RUM 90P 750ml	\$0
360 GLAZED DONUT VODKA 70P 50ml	\$2
POTTERS COFFEE LIQ 42P 750ml	\$8
POTTERS AMARETTO LIQ 42P 750ml	\$14
YUKON JACK WICKED HOT 50ml	\$16
KORBEL EXTRA SMOOTH BRANDY 80P 750ml	\$16
PHILLIPS UNION CHERRY WHISKEY 70P 750ml	\$17
HERITAGE TRIPLE DISTILLED VODKA 80P 750ml	\$17
HIRAM WALKER FRUJA MANGO LIQUEUR 30P 1.0L	\$18
THREE OLIVES SMORES VODKA 70P 750ml	\$18
HPNOTIQ SPARKLE 25P 750ml	\$20
JAILERS PREMIUM TN WHISKEY 86P 750ml	\$20
BLACKMAKER ROOT BEER SCHNAPPS 70P 750ml	\$20
RAHIA BULGARIAN 80P 750ml	\$20
ORGANIC NATION VODKA 80P 750ml	\$20
DEKUYPER APRICOT BRANDY 70P 750ml	\$21

Same store, now looking at the major spirits categories.



BROWN-FORMAN

Although brands and individual items are important, category behavior and development is where true success lies. See how each category contributes to your bottom line.



Snapshot of your store, by category

Are these categories growing faster/slower than the state average?

Is each categorie's price better than the state (ie, you are selling more high-end items)?

CATEGORY PERFORMANCE - OVERALL

A-HA #5: Although strong overall, this store is lagging the state in growth rate of big categories like Cordials, Tequila, Scotch and Canadian

Concat Address		Values			Better/Worse Than State?	
BEAVERTON		\$ vol	\$ % vs LY	Avg Unit \$	\$ % vs LY	Price Mix
Grand Total		\$7,826,045	6.4%	\$17.09	👍	👍
VODKA		\$2,164,778	4.8%	\$14.43	👍	👍
CORDIALS		\$1,337,313	5.7%	\$14.19	👎	👎
DOMESTIC WHISKEY		\$1,006,958	14.2%	\$19.77	👍	👍
TEQUILA		\$879,286	4.2%	\$22.49	👎	👎
RUM		\$795,771	3.2%	\$15.40	👍	👍
SCOTCH		\$413,087	6.4%	\$39.77	👎	👍
CANADIAN		\$402,360	0.3%	\$18.86	👎	👍
GIN		\$331,692	6.9%	\$17.95	👍	👎
BRANDY / COGNAC		\$253,280	15.6%	\$24.37	👍	👍
IRISH		\$175,035	20.8%	\$27.24	👍	👍
COCKTAILS		\$27,965	(2.6%)	\$12.30	👎	👍
NEUTRAL GRAIN SPIRIT		\$11,465	(21.8%)	\$16.91	👎	👎
OTHER IMPORTED WHISKY		\$9,639	42.5%	\$69.85	👎	👍
VERMOUTH		\$9,519	(4.1%)	\$6.44	👎	👎
CACHACA		\$4,815	11.3%	\$17.26	👎	👎
MEZCAL		\$3,082	62.6%	\$31.77	👍	👎

A-HA #6: This store's price mix (ie, more higher-end items selling) is better than the state on most major categories.

Cordials, Tequila and Gin all lag the state, along with some smaller categories.

Vodka is, by far, the largest category.

A-HA #7 - Stores in economically strong areas will typically lead the state on growth and pricing. (And vice versa.)



When you roll up all whiskies into one single category, look how important they are to your overall business!



BROWN-FORMAN

CATEGORY PERFORMANCE - WHISKIES ARE IMPORTANT!

Look what happens when you roll that store's whiskies into one combined category!

WHISKIES/BOURBONS % OF SALES: **26%**

Concat Address: **BEAVERTON**

Row Labels	Values			Better/Worse Than State?	
	\$ vol	\$ % vs LY	Avg Unit \$	\$ % vs LY	Price Mix
Grand Total	\$7,826,045	6.4%	\$17.09		
VODKA	\$2,164,778	4.8%	\$14.43		
TOTAL WHISKIES/BOURBONS	\$2,007,079	10.1%	\$22.50		
CORDIALS	\$1,337,995	5.6%	\$14.20		
TEQUILA	\$879,286	4.2%	\$22.49		
RUM	\$795,771	3.2%	\$15.40		
GIN	\$331,692	6.9%	\$17.95		
BRANDY / COGNAC	\$253,280	15.6%	\$24.37		
COCKTAILS	\$27,965	(2.6%)	\$12.30		
NEUTRAL GRAIN SPIRIT	\$11,465	(21.8%)	\$16.91		
VERMOUTH	\$8,837	8.1%	\$6.09		
CACHACA	\$4,815	11.3%	\$17.26		
MEZCAL	\$3,082	62.6%	\$31.77		

A-HA #8: When viewed as a whole, a roll-up of all Whiskey/Bourbon categories is generating 26% of this store's total sales, and is clearly the #2 category after Vodka.

Across nearly all stores statewide, this combined whiskey/bourbon category is either #1, or #2 after Vodka.

Same store, now looking at just whiskey and bourbon brands.



BROWN-FORMAN



Which whiskey brands drive the most volume?
How many slow-selling brands do you have?

Bourbon Category

- AA (top 25%) – Top 2 brands, plus a bit of #3
- A (25-50%) – Next 6 brands
- B (50-75%) – Next 15 brands
- C (bottom 25%) – Next 207 brands

	% of Vol
AA =	0-24.9%
A =	25-49.9%
B =	50-74.9%
C =	75-100%

SPOTLIGHT ON WHISKEY/BOURBON BRANDS

TOTAL WHISKIES/BOURBONS

Concat Address: BEAVERTON
Whisky Rollup Category: TOTAL WHISKIES/BOURBONS

Row Labels	\$ vol	\$ % vs LY	Brand \$ Share	Cume \$ Share	Brand Class
Grand Total	\$2,007,079	10.1%			
JACK DANIELS	\$261,784	10.9%	13.0%	13.0%	AA
CROWN ROYAL	\$163,323	(3.2%)	8.1%	21.2%	AA
JAMESON	\$136,919	26.4%	6.8%	28.0%	A
MAKERS MARK	\$102,986	6.0%	5.1%	33.1%	A
PENDLETON	\$84,876	11.1%	4.2%	37.4%	A
JIM BEAM	\$82,899	10.4%	4.1%	41.5%	A
JOHNNIE WALKER	\$77,143	3.8%	3.8%	45.3%	A
BULLEIT	\$68,583	59.4%	3.4%	48.8%	A
SGRM 7 CROWN	\$62,681	(2.5%)	3.1%	51.9%	B
BLACK VELVET	\$59,120	4.9%	2.9%	54.8%	B
EVAN WILLIAMS	\$54,748	1.8%	2.7%	57.5%	B
GLENLIVET	\$42,197	12.9%	2.1%	59.7%	B
BROKERS	\$41,908	(0.1%)	2.1%	61.7%	B
MACALLAN	\$35,007	17.8%	1.7%	63.5%	B
BUCHANAN	\$33,449	(1.5%)	1.7%	65.2%	B
WILD TURKEY	\$30,891	19.8%	1.5%	66.7%	B
KNOB CREEK	\$28,567	26.3%	1.4%	68.1%	B
BUFFALO TRACE	\$25,583	54.9%	1.3%	69.4%	B
GLENFIDDICH	\$24,157	16.3%	1.2%	70.6%	B
OLD CROW	\$21,997	4.4%	1.1%	71.7%	B

A-HA #9: Sorted by dollar volume, just the top 2 brands, plus a bit of #3 Jameson, drive the top 25% of this store's whiskey/bourbon volume

Consider dropping a handful of SKUs that you sell just a bottle or two to random customers, and give that space to the handful of SKUs that truly drive your volume!

Space To Sales – A brand that has 2x the volume of its competitor should have 2x the facings.



	January	February	March	April	May	June	July	August	September	October	November	December	Full Year
VODKA	35%	34%	35%	35%	35%	36%	36%	36%	36%	35%	33%	30%	35%
DOMESTIC WHISKEY	15%	15%	14%	14%	13%	13%	12%	13%	14%	15%	15%	14%	14%
CORDIALS	12%	13%	13%	12%	12%	12%	11%	11%	12%	13%	14%	15%	12%
CANADIAN	12%	12%	12%	12%	12%	11%	11%	11%	11%	11%	12%	12%	12%
RUM	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	11%	10%
TEQUILA	6%	6%	6%	7%	8%	7%	8%	7%	7%	6%	6%	6%	6%
GIN	4%	4%	4%	5%	5%	5%	5%	5%	5%	4%	4%	4%	5%
SCOTCH	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%
BRANDY / COGNAC	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
IRISH	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%

	January	February	March	April	May	June	July	August	September	October	November	December	Full Year
TOTAL WHISKIES/BOURBONS	30%	30%	30%	29%	28%	28%	26%	27%	29%	29%	30%	30%	29%

- For each category, the biggest months are green, and the smallest months are red. The ‘green categories’ in each month should be on your floor!
- Example: Vodka is 35% of TDS sales annually. The biggest months are Jul-Aug-Sep, the smallest is December.
- AHA #10: The March spike for Irish is entirely St Patrick’s Day. Capitalize with an Irish whiskey display during St Pat’s week!
- AHA #11: The May spike for Tequila is Cinco de Mayo, followed by margarita season all summer!

Up-Selling

Steve Miloro, Senior Director of Category
Management, Diageo

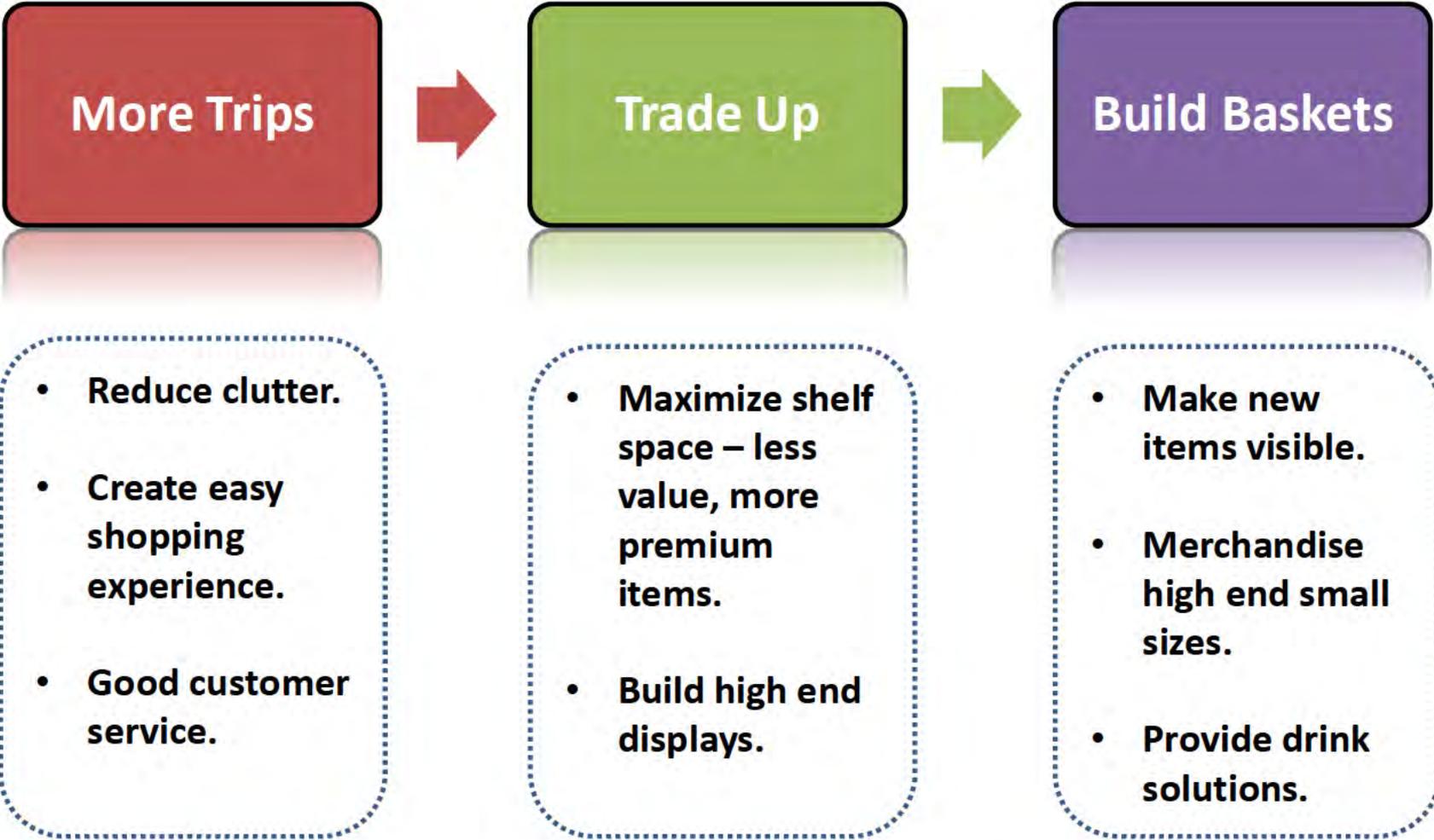
Brian Boline, Category Development Manager,
Diageo



Oregon Agent Education Day:
“Sell Better, Not More”

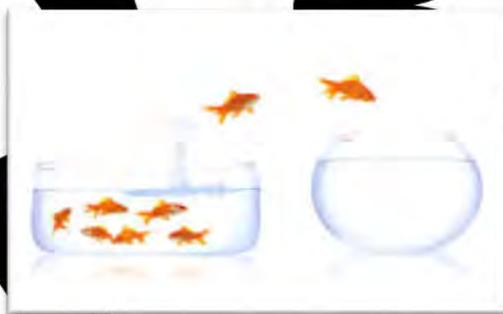
Diageo Category Development Team

Grow Profit With Three Key Tactics

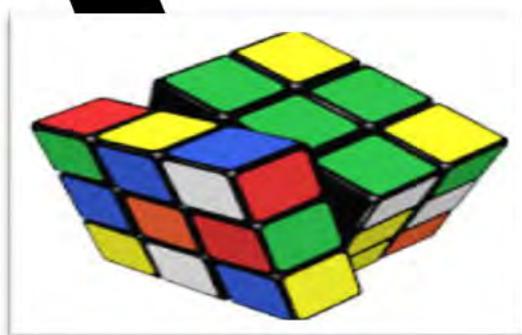




RATIONALIZE



RREALLOCATE



RESET

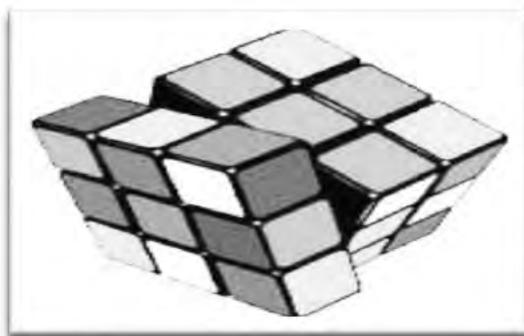




RATIONALIZE

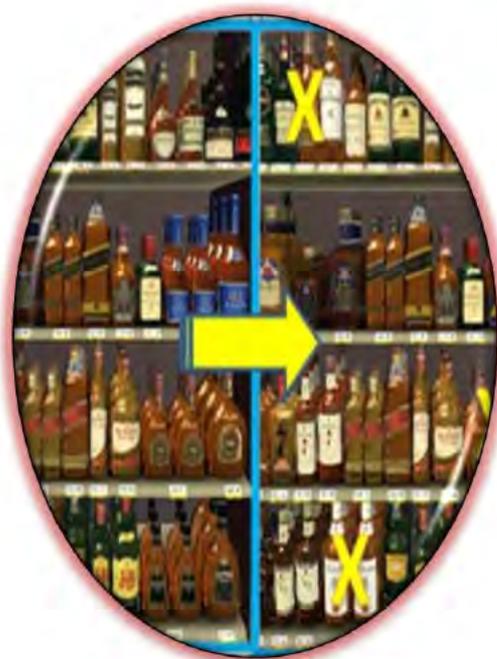


R REALLOCATE



R ESET

Eliminating Poor Performing Items Drives Category Sales and Increases Shopper Satisfaction!



+9.1% Category \$



+9.5% \$ Per Buyer



+13% Trade Up



+3 pts Shopper Satisfaction

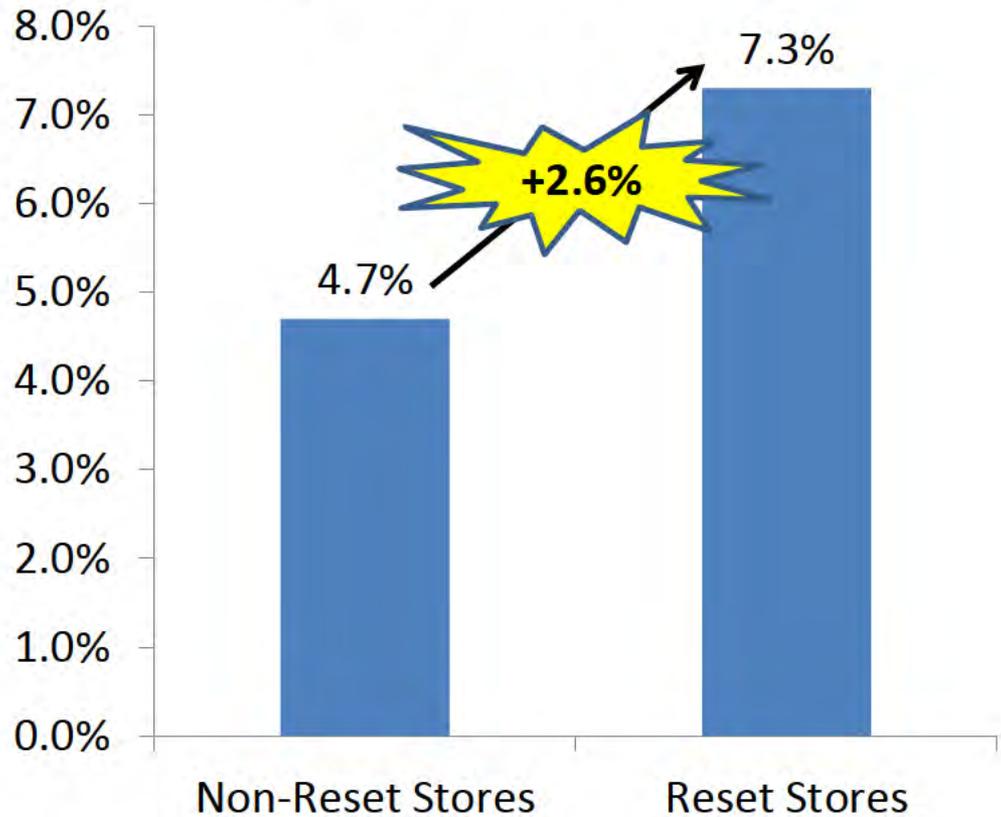


Shoppers can make better decisions and spend more AND better when slow moving items are deleted and emphasis is placed on innovation or better movers.

Ohio Stores that Rationalized Items Grew +2.6% Faster than Non-Reset Stores!!!!

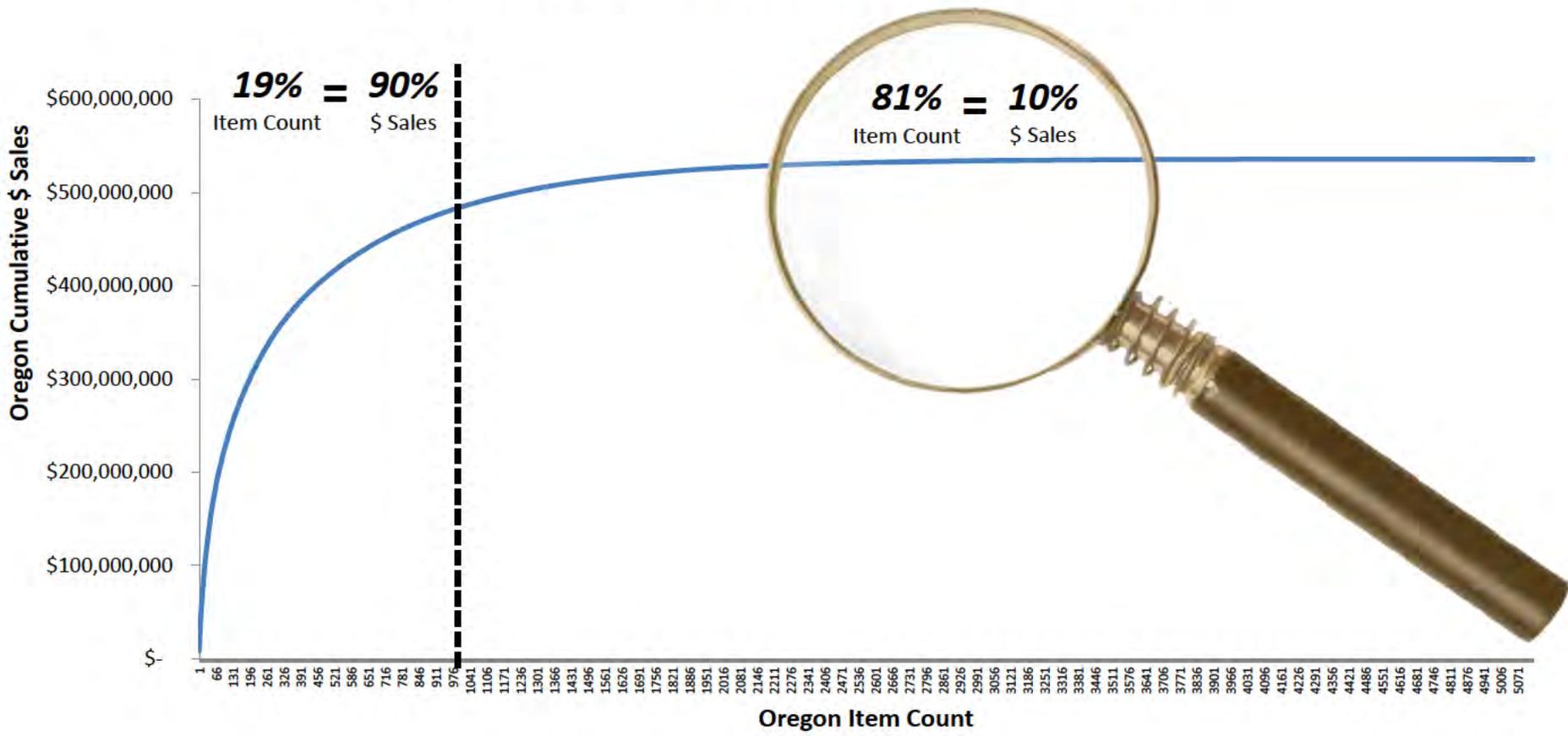


Ohio State \$ % Sales Growth



19% of Items Drive 90% of Oregon Dollar Sales!

Oregon Dollar Share to Item Count Comparison



Oregon Rationalization Action Plan



STEP #1 – Start with the Numbers and DELETE!!!

 Sells less than \$120 a year



STEP #2 – Look through the Deletes and Keep Unique Items

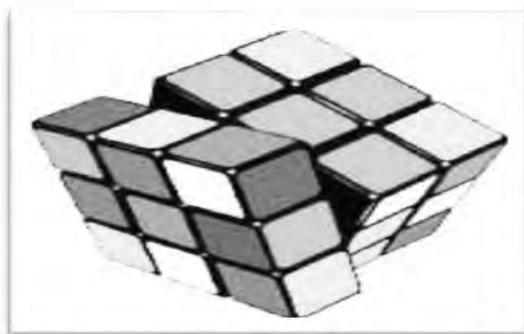
-  New Item – does the item need time to be established?
-  Unique Item – is it a unique flavor or size
-  Premium+ Item – does the item help drive trade up



RATIONALIZE



REALLOCATE



RESET

With Extra Space Redploy

Create Space

Re-Deploy

Reduce Underperforming Items



Prevent Out-of-Stocks



Add In-Line Merchandising



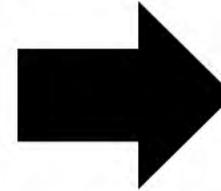
Create Trial Size Section



Out-of-Stocks Result in Empty Shelves, Lost Dollars and Poor Shopper Satisfaction



***Out of stocks
are
detrimental to
sales and
shopper
satisfaction***



KEY ACTION

1. Identify the top performing items within the mid to higher price point brands.
2. Add additional facings to ensure no out-of-stocks

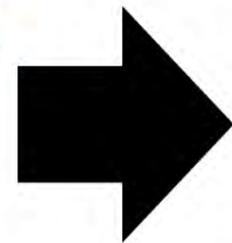
Shoppers are Looking For Easy Solutions

Maybe I will bring a nice **bottle as a gift** to the Holiday party I'm going to tonight!

Now that I'm here I will **browse the spirits store** and see what's exciting!

If I see something **NEW** that is interesting I will give it a **try!**

My **budget is pretty open** today...what can I pick up at the spirits store.



Shoppers are open to solutions that inspire them to make the right spirits choices at shelf.



Use Space that was Created to INSPIRE Your Shoppers!

**Inspire
Cocktail Hosting**



**Encourage Trial
Premiumization**



**Gifting/Reward
Trade Up**



Research Shows a Dedicated Small Size Section Has a Large Impact on Driving Sales and Incremental Unit Purchases



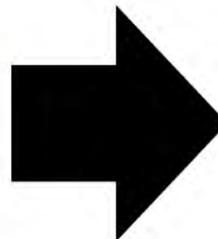
+6% Category \$



+7% Avg Units Per Buyer



+13% Avg \$ Per Buyer



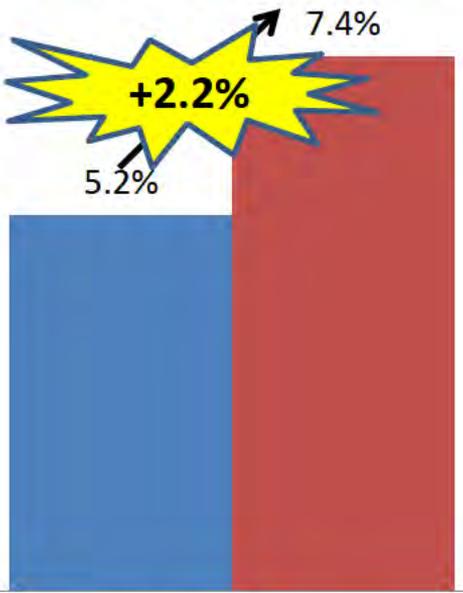
Shoppers are willing to purchase an additional item that is smaller and not as expensive as a full size bottle.

375ML Small Size Section



375ML \$ Share

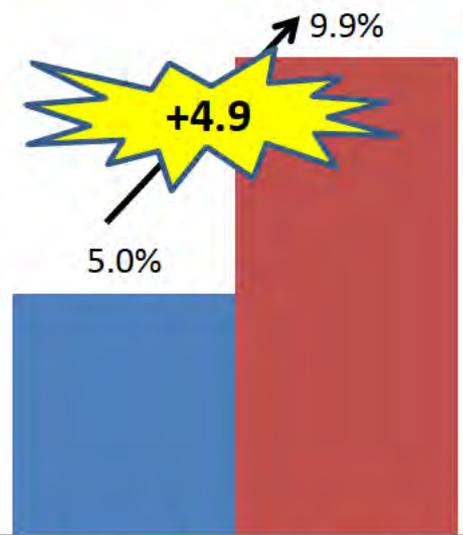
■ Oregon ■ Rest of Control



375ML \$ Share

375ML \$ % Chg vs. YAGO

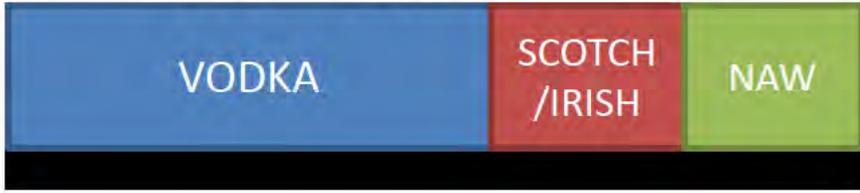
■ Oregon ■ Rest of Control



375ML \$ % Chg vs. YAGO

Oregon 375ML Small Size Section Action Plan

LAYOUT – SEGMENT POSITION



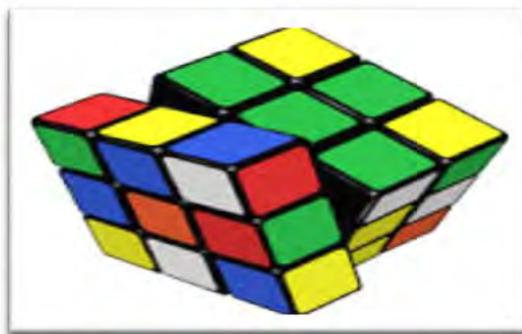
- **375 Merchandising Recommendation**
 - Permanent shelving section at the **front of the store.**
 - **Dual place Premium+ 375ML items** in the Small Size Section and inline next to larger size
 - **Create overhead category signage** that encourages trial and trade-up



RATIONALIZE



REALLOCATE



RESET

Shoppers Group Spirits Together Based on the Occasion they are Consumed

Relax & Unwind

Casual/Social Hosting



Blend/
Canadian

Bourbon

Scotch/
Irish

Cordials
Brandy
Cognac

Gin

Rum

Tequila

Cocktails

Vodka



Consumers Shopping Behavior Groups Spirits Together. Spirits Should be Placed Together to Encourage an Easy Shopping Experience.

Type of Spirit and Brand are the Most Important Decisions Factors in Helping to Make a Spirits Decision

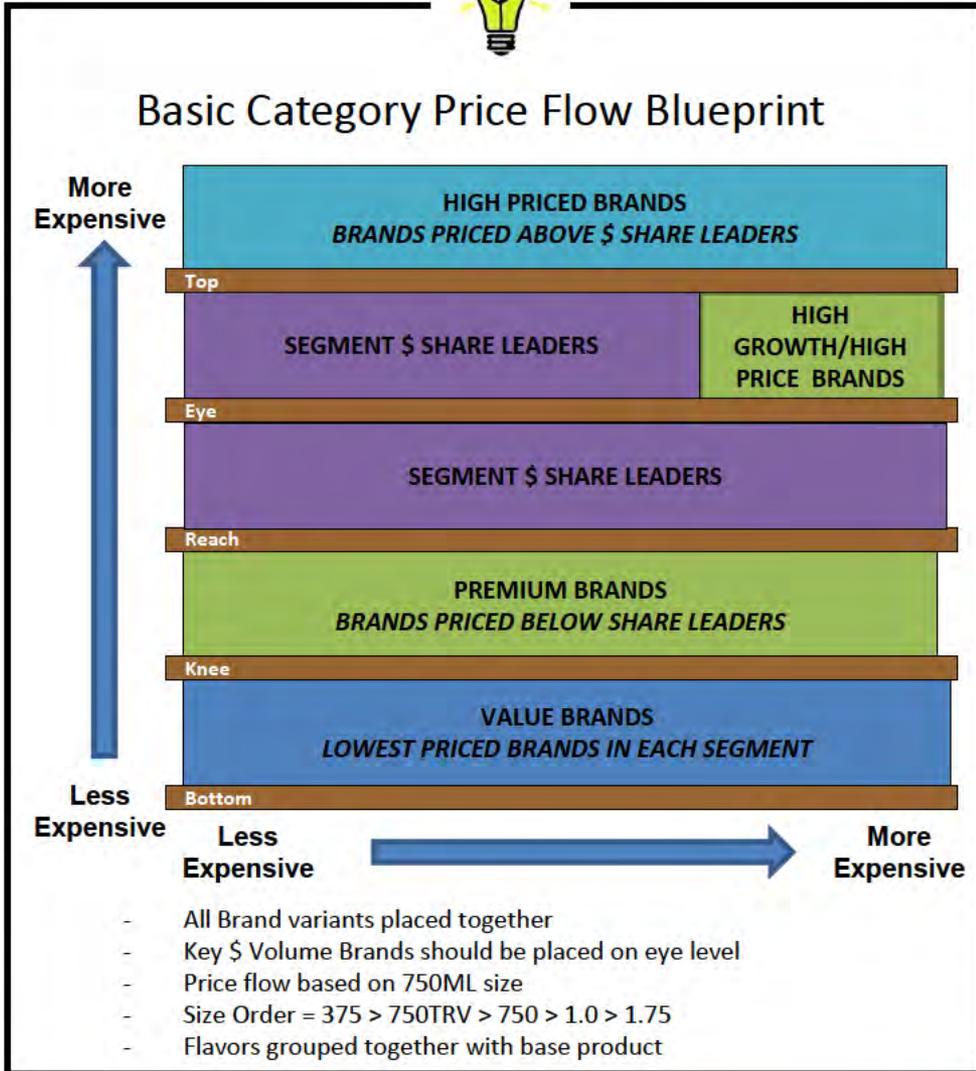
1.  Type

2.  Brand

3.  Price

4.  Size

5.  Flavor



Source: Diageo Brand Location Virtual Store Test, December 2014

Dropping Share Leaders Placement will Lead to Loss of Category Dollars, Units and Shopper Penetration

Test Cell



-5.3%
Category
Dollar Sales

-3.3%
Category
Units/Buyer

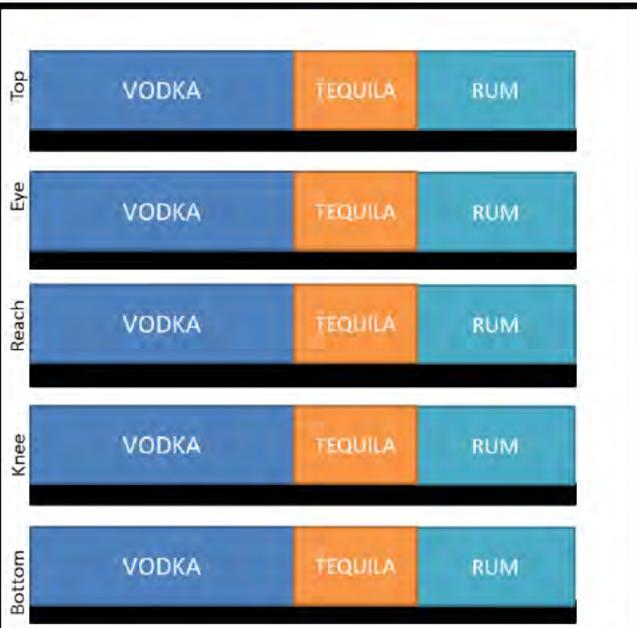
-1.4%
Category
% Buying



**Shoppers want Key
Leading Brands on Eye
Level to help Guide
their Shopping
Experience.**

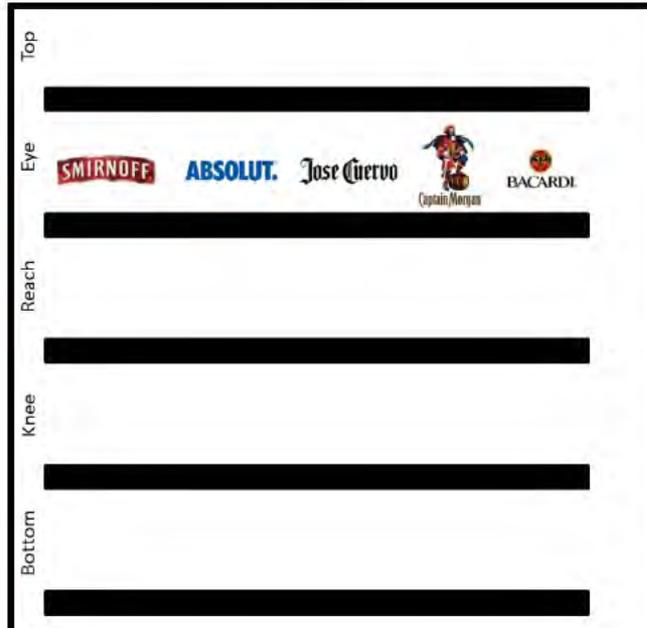
Source: Diageo Brand Location Virtual Store Test, December 2014

1.



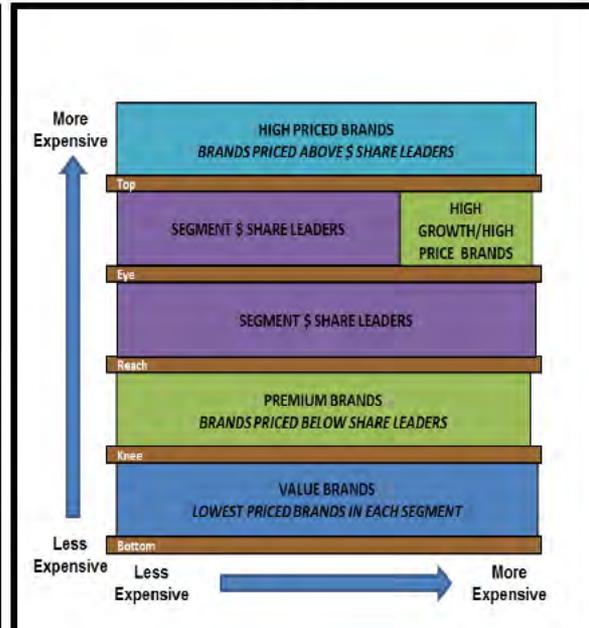
Draw out your store/shelf section and decide how you want to place each category

2.



By segment Place your key \$ share leader brands on the eye level and reach shelf to ensure proper placement

3.



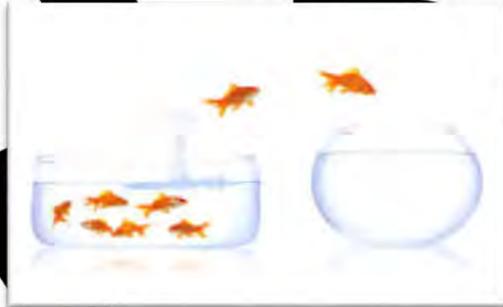
Place all remaining products around the key eye level brands based on price flow – 750ML price point.

Spirits Formula for Success

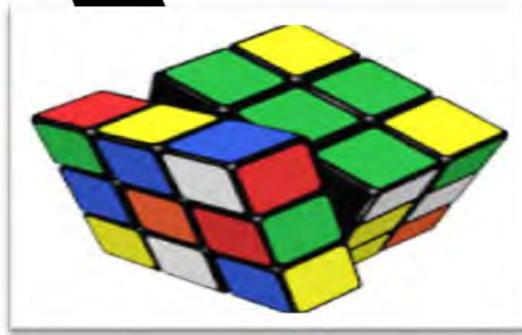
R



RATIONALIZE



REALLOCATE



RESET



Grow Profit With Three Key Tactics

More Trips



Trade Up



Build Baskets

- Reduce clutter.
- Create easy shopping experience.
- Good customer service.

- Maximize shelf space – less value, more premium items.
- Build high end displays.

- Make new items visible.
- Merchandise high end small sizes.
- Provide drink solutions.

Show it Off

Neil Fisher, Oregon Manager, Young's Market

Ken Parker, Oregon Manager, Proximo Spirits



PROXIMO



Young's Market Company[®]

DISTRIBUTOR OF FINE WINES AND SPIRITS

Merchandising

Definition: Merchandising is all the actions that can be taken in an account which will attract consumer attention to brands and stimulate purchase.

38% of purchases made, the customer knows exactly what they want.

The other **62%** are influenced by packaging, price, anything value added or recommended.

Cool bottle shape



Value added buy
Vodka with free
Bloody Mary mix



WHY ARE FLOOR DISPLAYS SO EFFECTIVE?

They shout “bargain”

Displays imply a special, low price – and therefore they stimulate the shopper’s natural attraction to a bargain.

They serve as a reminder

Lead to impulse buying.

They act as a billboard

The more times the consumer sees a brand, the higher the probability of a purchase.

They suggest drink ideas

They help shape the store’s image

Attractive, well-kept displays give an impression of excitement.

They are ideal for introducing new items

They reduce stocking labor on high turnover items & reduce Out of Stocks.

They increase sales!

Upsell your customers

Trade your customers up to premium brands.

Display with mixers, sell a drink theme to catch an impulse buy.



Cross Merchandise rum with cola



Display tequila with margarita mix

Impulse Sales

For customers that shop your store once a month or less, by displaying holiday or drink themed displays may add to an additional impulse buy.

Ex: Display tequila & mix in April to catch that shopper. May 1st might be too late.

Displays act as a Billboard.

They can showcase...

Sale Items

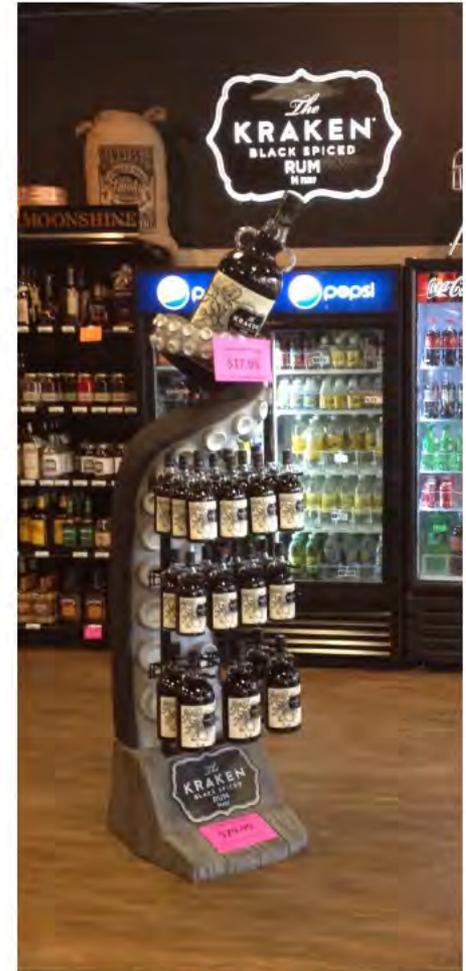
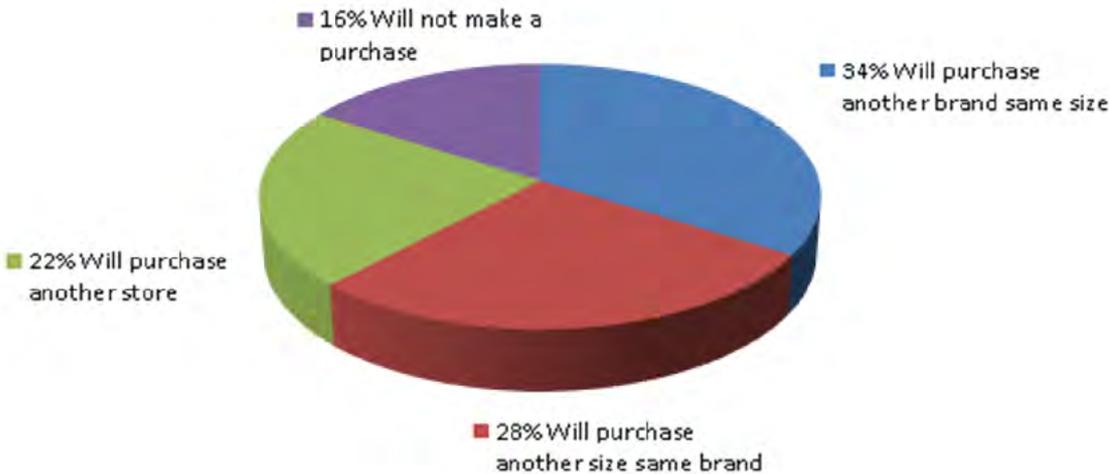
New Items

Hot Trends



Cinco - tequila & mix display

Prevent Out of Stocks



Lost sales due to Out of Stocks. When an item is OOS, Customers will most likely trade down or go else where.

A display give you more holding power 150

Creative Themed Displays around events / holidays

January – Football, lead into the Super Bowl



Keep your store looking
New & exciting by changing
up your displays.

February – Super Bowl, Valentines Day, Mardi Gras (this yr)

March – St Pats, March Madness Basketball



April – Basketball, lead into Cinco

May – Cinco de Mayo, Memorial Day

June – Summer

July – 4th of July - BBQ



August –Summer

September – Labor Day / Back to School, Football - Tailgating

October – Halloween



November – Thanksgivings, Parties, Gift Sets

December – Christmas, Parties, NYE



Halloween themed display

Elements of a good floor display

Location

Is it in a good visible/high traffic location? Locating the display in an area where it will attract attention and convey a message to the shopper is vital.

Size

A large display conveys the image of importance – important enough for the shopper to stop and take a look. Act as a billboard.

Condition

A display which is clean, neat and fresh – and priced – will help the shopper make the impulse purchase decision.

Show consumer a reason to buy

Display with point of sale, cross merchandise with mixers, Mail in Rebates.



Pole Topper



Case cards



With Cola



MiR

Types of Displays (pending available space)



End Cap



Island



Stack



Rack

Which display do you like better?



Price signs
Point of Sale (pennants, pole topper, etc)

Thank You!



PROXIMO



Young's Market Company[®]

DISTRIBUTOR OF FINE WINES AND SPIRITS



Cheers To
You!

OLCC Deputy
Director Merle Lindsey



2014

TOP 5 COMP SALES GAIN

16.70%

EXCLUSIVE STORES

TODD HOLDEN – STORE 1199



2014

TOP 5 COMP SALES GAIN

13.42%

EXCLUSIVE STORES

DICK McGREGOR – STORE 1158



2014

TOP 5 COMP SALES GAIN

17.46%

EXCLUSIVE STORES

CARL GOODSPEED – STORE 1180



2014

TOP 5 COMP SALES GAIN

23.68%

EXCLUSIVE STORES

OLIVER COKER – STORE 1220



2014

TOP COMP SALES GAIN

45.42%

EXCLUSIVE STORES

RIAZ JIWAN – STORE 1187



2014

TOP 5 COMP SALES GAIN

13.45%

NON-EXCLUSIVE STORES

DEAN O'DONNELL – STORE 1203



2014

TOP 5 COMP SALES GAIN

17.46%

NON-EXCLUSIVE STORES

MICHAEL GOSS – STORE 1005



2014

TOP 5 COMP SALES GAIN

27.02%

NON-EXCLUSIVE STORES

ILA SKYBERG – STORE 1147



2014

TOP 5 COMP SALES GAIN

54.46%

NON-EXCLUSIVE STORES

SANDRA DOWNS – STORE 1159



2014

TOP COMP SALES GAIN

63.47%

NON-EXCLUSIVE STORES

ROBERT COWAN-THOMPSON

STORE 1123



2014

**TOP 5 INITIAL 6 MONTH
COMP SALES GROWTH**

15.29%

NON-EXCLUSIVE CONVERSION STORES

DANIEL MINER, JR – STORE 1182



2014

**TOP 5 INITIAL 6 MONTH
COMP SALES GROWTH**

16.28%

NON-EXCLUSIVE CONVERSION STORES

BRUCE RANDALL – STORE 1074



2014

**TOP 5 INITIAL 6 MONTH
COMP SALES GROWTH**

27.64%

NON-EXCLUSIVE CONVERSION STORES

VANCE BURGHARD – STORE 1200



2014

**TOP 5 INITIAL 6 MONTH
COMP SALES GROWTH**

30.12%

NON-EXCLUSIVE CONVERSION STORES

GIORGIO ROCCASALVA - STORE 1242



2014

**TOP INITIAL 6 MONTH
COMP SALES GROWTH**

49.22%

NON-EXCLUSIVE CONVERSION STORES

KEN HAND – STORE 1218



~ OREGON'S BEST ~
Local Product Selection



2014

~ HOMETOWN HERO ~
GLENNA BARTLETT – STORE 1239

*IS RECOGNIZED FOR
PROVIDING THE*

***TOP SELECTION OF
OREGON PRODUCTS IN THE STATE***

Congratulations!



Thank you for coming!
Hope to see you next year!

