

Store:

Date:

IN-STORE MARKETING	<h1 style="margin: 0;">In-Store Walk-Thru</h1>	WEEK 34 <small>(SUN, 9/14 - SAT 9/20)</small>
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Front of Store	<input checked="" type="checkbox"/>
2 Window Clings <small>Left: Red Logo, Right: White Case Message</small>	
Shopping Cart Signs	
Freestanding Banner: 5¢ Sale/Case Message	
5¢ Sale Ceiling Banner Posted	

Cheers! Shopper Greeter	<input checked="" type="checkbox"/>
LEFT Main: Fall Thirsty Times	
RIGHT Main: Hot Deals-5¢ Sale/ 2 For 1 Sale	
LEFT small holder: UPDATED Fall Party Guide	
RIGHT small holder: Weddings Guide	

Focals	<input checked="" type="checkbox"/>
All Focals Signed	
2.0: Adhesive used on all focal signs to prevent 'bowing'	

Wine	<input checked="" type="checkbox"/>
All End Caps Signed	
5x7 Aisle Signs: First Post & Last Post Only "Try a new wine today"	
UPDATED 'Fall Parties' Brochures on Last LEFT Posts.	
Red Bags on Front of ALL Wine Aisles	

Spirits	<input checked="" type="checkbox"/>
All End Caps Signed	
5x7 Aisle Signs: Recipe placed in respective departments	
UPDATED 'Fall Parties' Brochures on First and Last LEFT Posts.	

Beer	<input checked="" type="checkbox"/>
All End Caps Signed	
UPDATED 'Fall Parties' Brochures on First and Last LEFT Posts.	

Demo Carts	<input checked="" type="checkbox"/>
Only 5 carts on Sales Floor.	
REMOVE ANY un-authorized carts from the floor	
#1) "Bourbon Heritage Month"	
#2) Weddings -Product featured on shelves is in Weddings brochure	
#3) Staff Picks!	
#4) Staff Picks!	
#5) Special Savings	

Tasting Area	<input checked="" type="checkbox"/>
'Tasting' Freestanding Banner	
Weekly "What'sTasting" Sign Posted	
<small>*Follow directions on HOT SHEET dated 4/28/14 on how to print. Move tasting banner to front of store during tasting hours Fri & Sat.</small>	

Bourbon Heritage Month	<input checked="" type="checkbox"/>
Brochures on Demo Cart #1, Spirit IRI, in Bourbon dept.	
Incremental Display Sign (Select	

Sign Stock	<input checked="" type="checkbox"/>
5c OR 2 for 1	
ClubBev! - See correct stock below	
Regular- See correct stock below	



Associate Buttons	<input checked="" type="checkbox"/>
"Case Message: 10% off"	

AZ ONLY	<input checked="" type="checkbox"/>
Growler Banner	

REMOVE	<input checked="" type="checkbox"/>
Keg Display Cart	
Old Version of Fall Party Guide	
All Summer of Rum Marketing	