

Útgáfunúmer: 0003

Dags: 14.11.2023

Table 1 - Core Range

Product Category	Min. No. of SKU's
Wine	
Red Wine	200
White Wine	85
Sparkling Wine	25
Champagne	17
Rosé	14
Boxed Wine	20
Small Bottles	35
Spirits	
Gin	56
Vodka	38
Whisky	140
Cognac	32
Rum	32
Digestifs & Bitters	15
[Schnapps]	[16]
[Brennivín]	[12]
Liqueur	20
Brandy	8
Tequila	[14]
Miniatures	50
Other Alcohol <22%	
Coffee & Cream Liqueur	16
Liqueur <22%	12
Schnapps <22%	8
Aperitifs	7
Cocktails	3
Port Wine	14
Sherry	3
Beer, Cider & Blends	
Lager Beer	[24]
Ale / Other Beer	[16]
Cider & Blends	[10]

Table 2 - Product Distribution

Product Category	Arrival Store	Departure Store
Wine		
Red Wine	All products	33%
White Wine	All products	33%
Sparkling Wine	All products	33%
Champagne	All products	All products
Rosé	All products	33%
Boxed Wine	All products	33%
Small Bottles	66%	All products
Spirits		
Gin	All products	All products
Vodka	All products	All products
Whisky	All products	All products
Cognac	All products	All products
Rum	All products	All products
Digestifs & Bitters	All products	All products
Schnapps	All products	All products
Brennivín	All products	All products
Liqueur	All products	All products
Brandy	All products	All products
Tequila	All products	All products
Miniatures	33%	All products
Other Alcohol <22%		
Coffee & Cream Liqueur	All products	All products
Liqueur <22%	All products	All products
Schnapps <22%	All products	All products
Aperitifs	All products	All products
Cocktails	All products	All products
Port Wine	All products	33%
Sherry	All products	33%
Beer, Cider & Blends		
Lager Beer	All products	33%
Ale / Other Beer	All products	33%
Cider & Blends	All products	33%

Table 3 - Assessment of Sales Performance

Product Category	Month of Assessment
Wine	
Red Wine	Jan - Mars - May - Jul - Sept - Nov
White Wine	Jan - Mars - May - Jul - Sept - Nov
Sparkling Wine	Jan - May - [Jul] - Sept
Champagne	Jan - May - [Jul] - Sept
Rosé	Jan - May - Sept
Boxed Wine	Jan - May - Sept
Small Bottles	Mars - July - Nov
Spirits	
Gin	Jan - May - [Jul] - Sept
Vodka	Jan - May - [Jul] - Sept
Whisky	Jan - Mars - May - Jul - Sept - Nov
Cognac	Mars - July - Nov
Rum	Mars - July - Nov
Digestifs & Bitters	Mars - July - Nov
Schnapps	Mars - July - Nov
Brennivín	Mars - July - Nov
Liqueur	Mars - July - Nov
Brandy	Mars - July - Nov
Tequila	Mars - July - Nov
Miniatures	Mars - July - Nov
Other Alcohol <22%	
Coffee & Cream Liqueur	Jan - May - Sept
Liqueur <22%	Jan - May - Sept
Schnapps <22%	Jan - May - Sept
Aperitifs	Jan - May - Sept
Cocktails	Jan - May - Sept
Port Wine	Mars - July - Nov
Sherry	Mars - July - Nov
Beer, Cider & Blends	
Lager Beer	Jan - May - Sept
Ale / Other Beer	Jan - May - Sept
Cider & Blends	Jan - May - Sept

Table 4 - Promotional Areas

Category	Product category	Category	Time period
Departure store			
Promotional Corner	Spirits & <22%	Gold	4 Weeks
Promotional Column	Spirits & <22%	Silver	Month
Shelf Ends	All	Bronze	Month
Branded Gondola	All	Bronze	Month
Arrival store			
The Bar	Wine & Sparkling	Gold	3 Weeks
Wine gondola	Wine & Sparkling	Bronze	Month
Shelf Ends	All	Bronze	Month
Promotional Corner	All	Silver	Month
Deal of the month	All	Silver	Month
Pillar	All	Bronze	Year
Brand unit	All	Bronze	Year
Special Shelf Space	All	Bronze	Month

Table 5 - Promotional signs and screens

Category	Product category	Category	Time period	Size
Departure store				
Light Boxes	All	Bronze	2 months	Small
Light Boxes	All	Bronze	6 months	Small
Light Boxes	All	Bronze	12 months	Small
Light Boxes	Whisky	Bronze	2 months	Small
Light Boxes	Whisky	Bronze	6 months	Small
Light Boxes	Whisky	Bronze	12 months	Small
Light Boxes	Whisky	Bronze	12 months	Large
Light Boxes	Cognac	Bronze	2 months	Small
Light Boxes	Cognac	Bronze	6 months	Small
Light Boxes	Rum	Bronze	2 months	Small
Light Boxes	Rum	Bronze	6 months	Small
Light Boxes	Gin	Bronze	2 months	Small
Light Boxes	Gin	Bronze	6 months	Small
Light Boxes	Bitters, Akvavit, Schnapps	Bronze	2 months	Small
Light Boxes	Bitters, Akvavit, Schnapps	Bronze	6 months	Small
Light Boxes	Spirits	Bronze	12 months	Large
Light Boxes	Other Alcohol <22%	Bronze	2 months	Small
Light Boxes	Other Alcohol <22%	Bronze	6 months	Small
Light Boxes	Wine & Spirits	Bronze	2 months	Small
Light Boxes	Wine & Spirits	Bronze	6 months	Small
Light Boxes	Wine & Spirits	Bronze	12 months	Small
Light Boxes	All	Bronze	2 months	Medium
Light Boxes	All	Bronze	6 months	Medium
Light Boxes	All	Bronze	12 months	Medium
Display windows	Spirits	Bronze	12 months	Medium
Arrival store				
Screens	All	Bronze	Month	
Non-Schengen				
Light Boxes	Spirits		12 months	Small