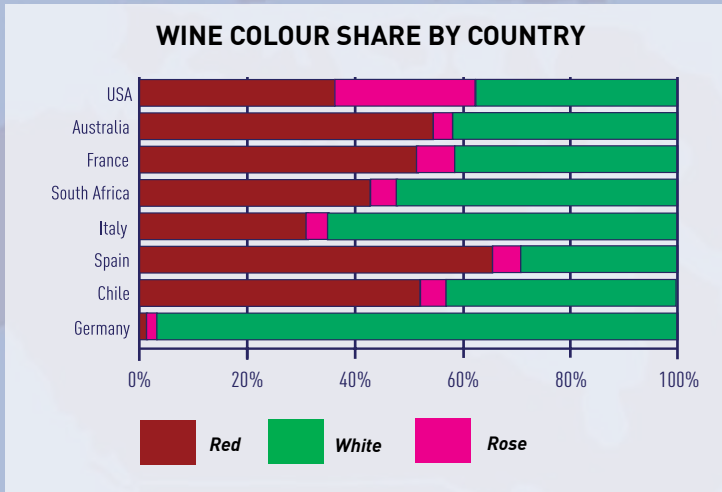


WORLD WINES

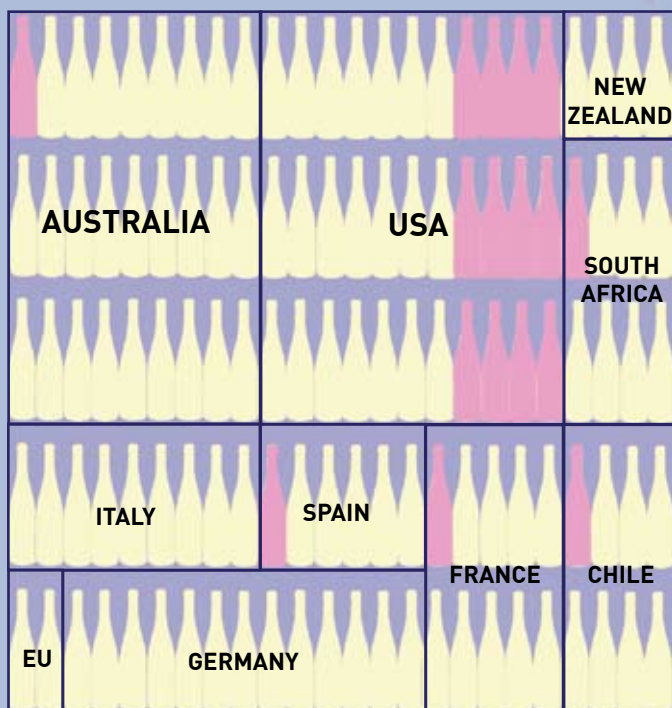
Customers are used to shopping the wine fixture by country - but how much space do you allocate to each country? And which colour wines should you focus on? This guide gives you the low-down on which colour wines each country specialises in and how to block merchandise by country.



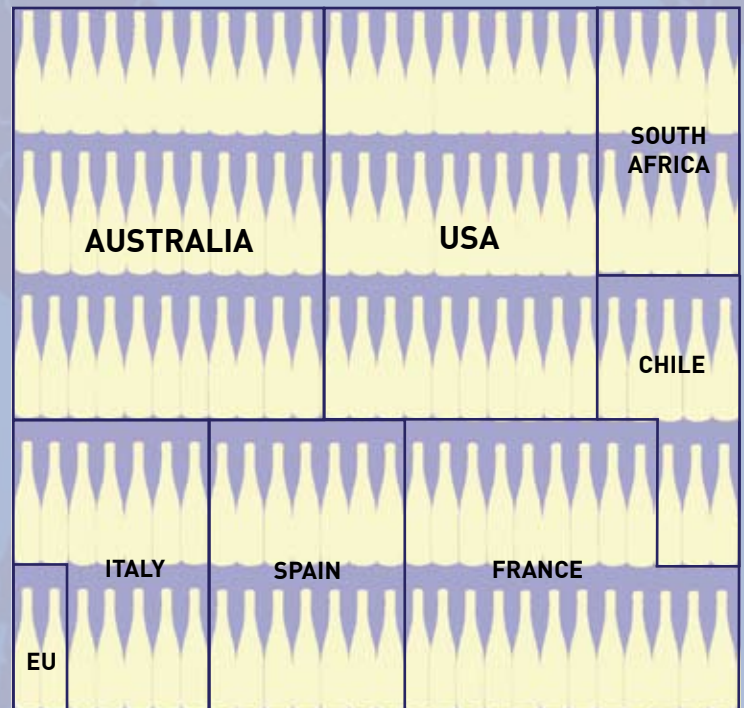
Merchandising Wine

- Different countries have different sales mix by colour as illustrated. Use this as a guide when building displays
- Layout the fixture first by colour, then by country and by brand within country
- White and rosé wine now account for 55% total wine sales and rosé is still enjoying huge growth. To maximise these sales, merchandise in chillers where possible
- Wine purchases peak at weekends and in the evenings. Chill wines that suit both everyday and special occasions
- Two facings of top sellers will increase stand out, space permitting. Secondary displays such as gondola ends and floor stacks can increase sales buy up to 30%
- Rosé is showing growth across all categories including USA where it already accounts for 25% of USA wines
- White accounts for 98% of German wines

WHITE / ROSÉ WINE 2M PLAN BY COUNTRY



RED WINE 2M PLAN BY COUNTRY



Bottles coloured pink indicate Rosé