

Projected Beverage Alcohol **Display Space**

Display Factors

Cold Beer Placement
in Traffic – 4.2

Attractive Display
Appearance – 4.0

Wine in
Traffic Flow – 4.0

Beer in
Traffic Flow – 3.8

Spirits in
Traffic Flow – 3.2

Cold Wine – 3.1

Merchandising Factors

In-Stock – 4.5

Product Variety
Selection – 3.3

New Products – 2.9

Quantity Discounts – 2.9

Signage

Shelf
Display Signs – 3.7

Display Signs
in General – 3.5

Window Signs – 2.3