# London Drugs – Scratch & Win Planogram Built-In Display Case Planogram (Oct 15, 2024 – Jan 6, 2025)

LONDON DRUGS<sup>®</sup> lotto!



## CRITICAL

Tickets in display may vary depending on location.

### Tips for Sales Success:

- / Organize your tray as shown it's designed to give more space to high-value tickets.
- / Merchandize your high-value tickets closest to the cash register.
- / Do not put anything on top of the display case, especially covering high-value tickets.
- / Leave some pockets empty so that you can allow the ticket visuals to show when overlapped.
- / Always keep your case fully merchandised.



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<u>\$3 XWord</u> \$1 Gold Rush	\$5 XWord \$2 Blackjack	\$5 SFL	\$10 National	\$20 Regional	Cash Register
				\$30 National	
\$5 Holiday	\$5 Holiday			\$50 National	
\$3 Holiday	\$3 Holiday	\$10			
\$2 Holiday	\$2 Holiday	Holiday			
\$1 Holiday	\$1 Holiday	\$2 Holiday		\$20 Holiday	
Display Strip					

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