

Shoppers Drug Mart – Scratch & Win Planogram

Built-In Display Case Planogram (October 15, 2024 – January 6, 2025)

SHOPPERS
DRUG MART



Display Strip

Cash Register

CRITICAL

Tickets in display may vary depending on location.

Tips for Sales Success:

- Organize your tray as shown – includes all base games and new 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.
- Prevent out-of-stocks – call Hotline to place an emergency order between call days if needed.

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

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