**Shoppers Drug Mart | January 2025** 

SCRATCH & WIN DISPLAY CASE PLANOGRAM Built-In Display Case Planogram





**SHOPPERS** 

lotto!

## **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.
- Prevent out-of-stocks call Hotline to place an emergency order between call days if needed.

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\$10 XWrd/ \$10 Bingo				
\$2 XWrd/ \$2 Bingo/ \$1 GoldRush			\$20 Regional	
\$3 XWrd	\$5 XWrd/ SFL/ S			
\$2 BlackJack \$5 New Ticket/ \$10 National				
\$5 N/ \$3 N/ \$2 N	\$5			
\$3- Luc	ky Lines/ \$3 Bingo/\$2 N	\$5 Bingo	\$30	
\$3 New Ticket/ \$1 New Ticket/ \$1 New Ticket		\$2 New Ticket/	\$20 \$10 Regional	
Display Strip				



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