

Shoppers Drug Mart | January 2026

SCRATCH & WIN DISPLAY CASE PLANOGRAM

2-Part Built-In Display Case Planogram

SHOPPERS
DRUG MART



Cash Register

Tips for Sales Success:

- / Organize your tray as shown – it's designed to give more space to high-value tickets.
- / Merchandise 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.

REMINDER

An empty case means lost sales



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empty	\$1 Gold Rush	\$1 empty	empty	empty
empty	empty	\$2 Crossword	empty	empty
\$2 Blackjack	\$2 Bingo	empty	empty	
empty	empty	empty	empty	
empty	empty	\$10 Bingo	\$10 Crossword	
empty	empty	empty	\$5 Crossword	\$10
\$3 Crossword	empty	empty	empty	
\$3 Lucky Lines	\$5	Set for Life	empty	
\$3	\$5	\$20 Wide	\$30	

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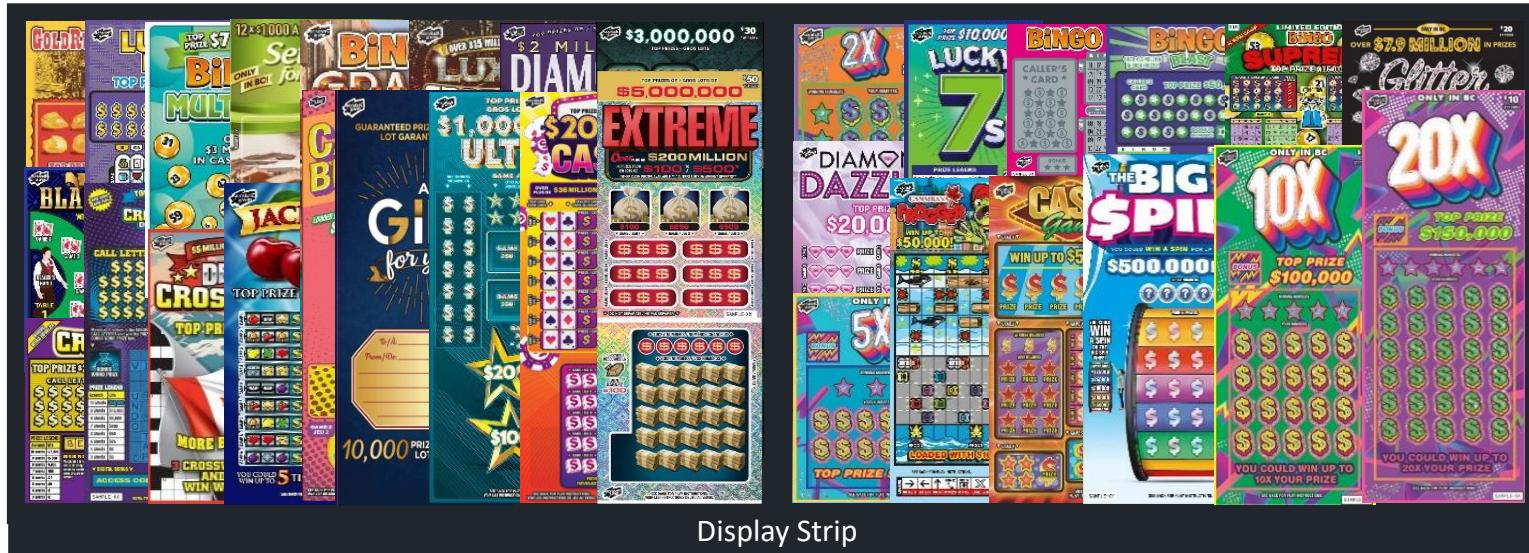


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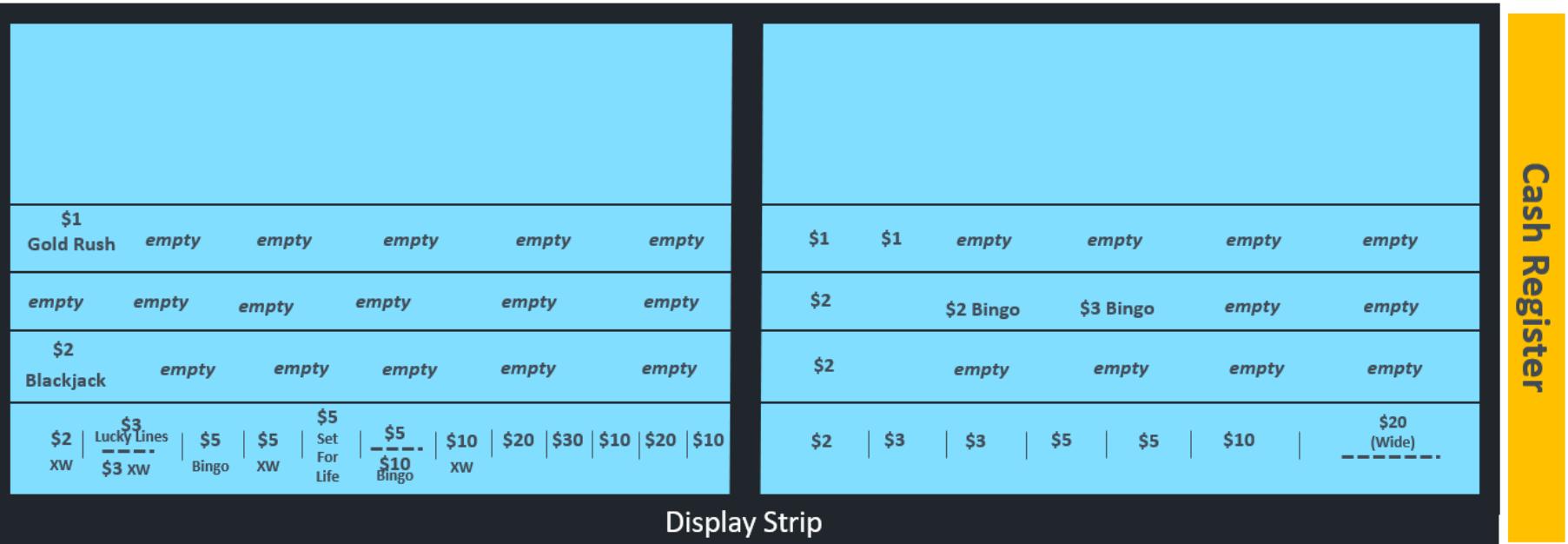


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3-Part Built-In Display Case Planogram

SHOPPERS
DRUG MART



Pocket 4

Pocket 3

Pocket 2

Pocket 1

Cash Register



Display Strip

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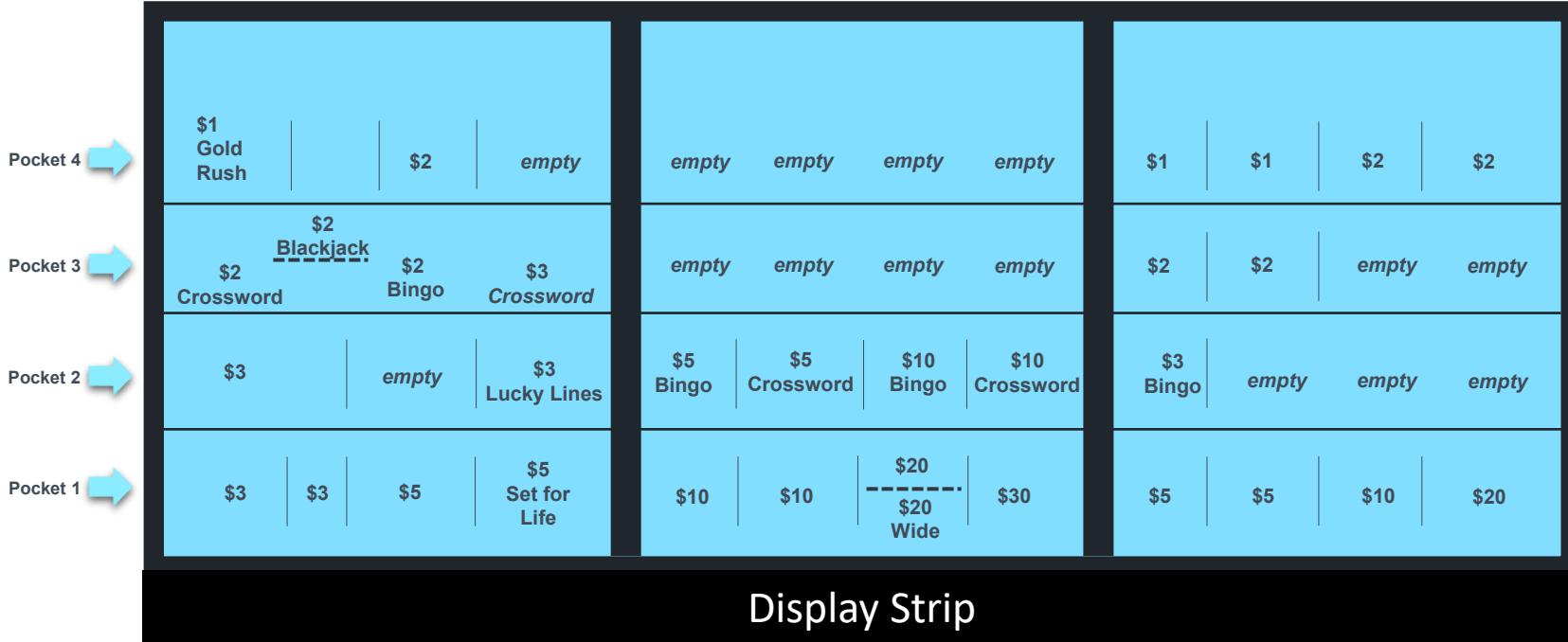


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