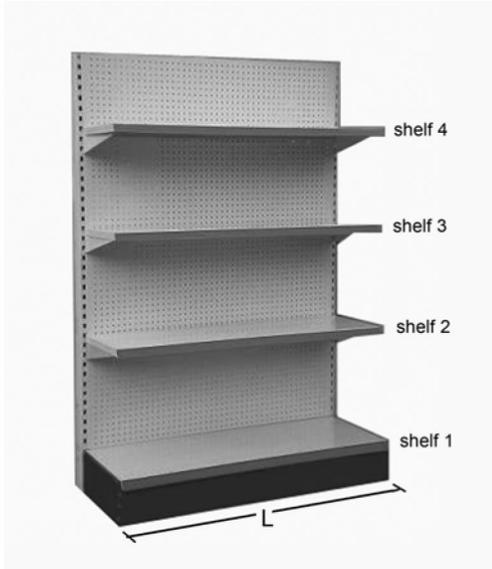


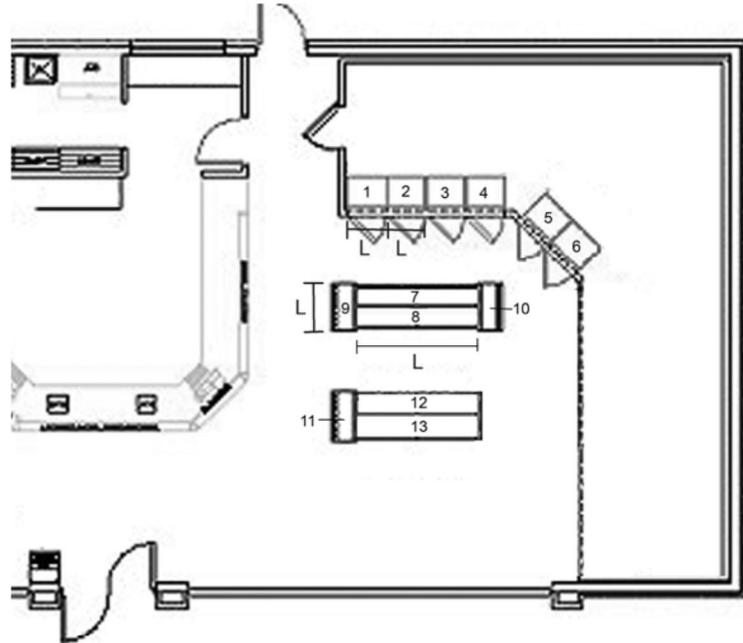
HOW TO PREPARE A SHELF PLAN FOR ALCOHOLIC BEVERAGE DISPLAY

A **shelf plan** is required for off-site beverage sales and consists of a floor plan to scale and a calculation table. It serves to demonstrate the percentage of the total shelf space devoted to the display of alcoholic beverages.

Cabinet Example:



Floor Plan Example:



- Assign a key number for each cabinet on the floor plan (use the same number on the table below).
- Indicate the length of each cabinet on the floor plan (in feet). If it is a corner cabinet (example of corner cabinet: cabinets number 12 and 13 on the sample floor plan above).
- Include the calculation table below along with the floor plan on the shelf plan exhibit to demonstrate the percentage of the total shelf space devoted to alcoholic beverages.
- Cabinets include dry shelves, coolers, refrigerators, freezers or any display cases that are exposed to the public.

Calculation table example:

Cabinet #	Length (L) – Feet	Total # of Shelves	Total # of shelves devoted to alcoholic beverages	Total linear feet of shelves*	Total linear feet of shelves devoted to alcoholic beverages**	Percentage of shelf space devoted to alcoholic beverages***
1	3	4	4	12	12	-
2	3	4	1	12	12	-
3	3	4	0	12	0	-
4	3	4	0	12	0	-
5	3	5	0	15	0	-
6	3	5	0	15	0	-
7	11	5	0	55	0	-
8	11	5	0	55	0	-
9	5.3	5	0	26.5	0	-
10	5.3	5	0	26.5	0	-
11	5.3	5	0	26.5	0	-
12	13.7	5	0	68.5	0	-
13	13.7	5	0	68.5	0	-
Total	83.3	61	5	404.5	24	6%