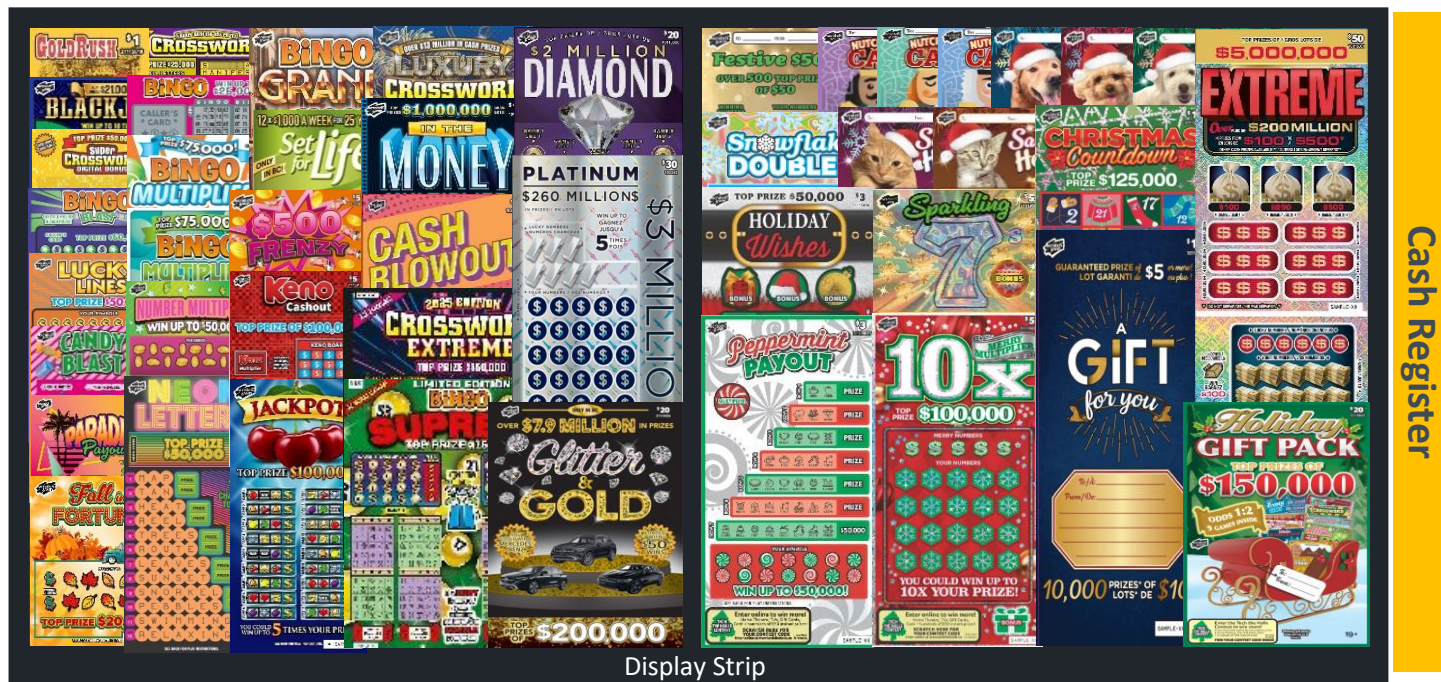


Shoppers Drug Mart | Holiday 2025

SCRATCH & WIN DISPLAY CASE PLANOGRAM

2-Part Built-In Display Case Planogram

SHOPPERS
 DRUG MART

lotto!


Display Strip

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
- When a new ticket arrives, place it at the display strip (front) edge of the case (with the exception of all Crossword, Bingo and \$1 tickets, which should always be at the back of the case)
- Always keep your case fully stocked.
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CRITICAL

The Holiday period accounted for 25% of Shoppers Drug Mart's annual Scratch & Win sales, so ensure to replenish your inventory throughout the day.

An empty case means lost sales.



SCRATCH & WIN DISPLAY CASE PLANOGRAM

2-Part Built-In Display Case Planogram



Pocket 9

Pocket 8

Pocket 7

Pocket 6

Pocket 5

Pocket 4

Pocket 3

Pocket 2

Pocket 1

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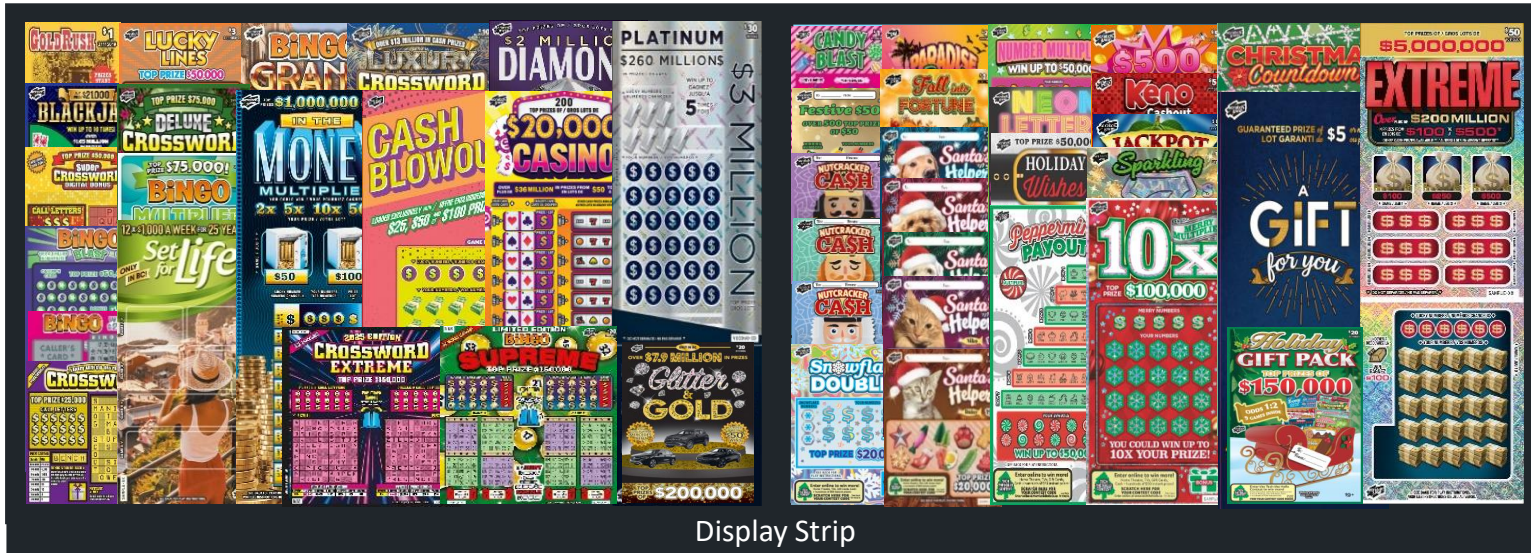
The Retailer Information Sheet is also available on bclcretailerhub.com.
For more information, please contact your BCLC Territory Manager or Lottery Support Hotline at 1-800-667-1649.

Shoppers Drug Mart | Holiday 2025

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SHOPPERS
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Display Strip

Cash Register

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												Cash Register
\$1 Gold Rush						empty	empty	empty	empty	empty	empty	
empty	empty	empty	empty	empty	empty	empty	empty	empty	empty	empty	empty	
\$2 Blackjack						empty	empty	empty	empty	empty	empty	
\$2 XW	\$3 Lucky Lines \$3 XW	\$5 Bingo	\$5 XW	\$5 Set For Life	\$5 \$10 Bingo	\$10 XW	\$20	\$30	\$10	\$20	\$10	
Display Strip												
\$1	\$1	empty	empty	empty	empty	empty	empty	empty	empty	empty	empty	
\$2	\$2 Bingo		\$3 Bingo		empty	empty	empty	empty	empty	empty	empty	
\$2	empty	empty	empty	empty	empty	empty	empty	empty	empty	empty	empty	
\$2	\$3	\$3	\$5	\$5	\$10	\$20 (Wide)						

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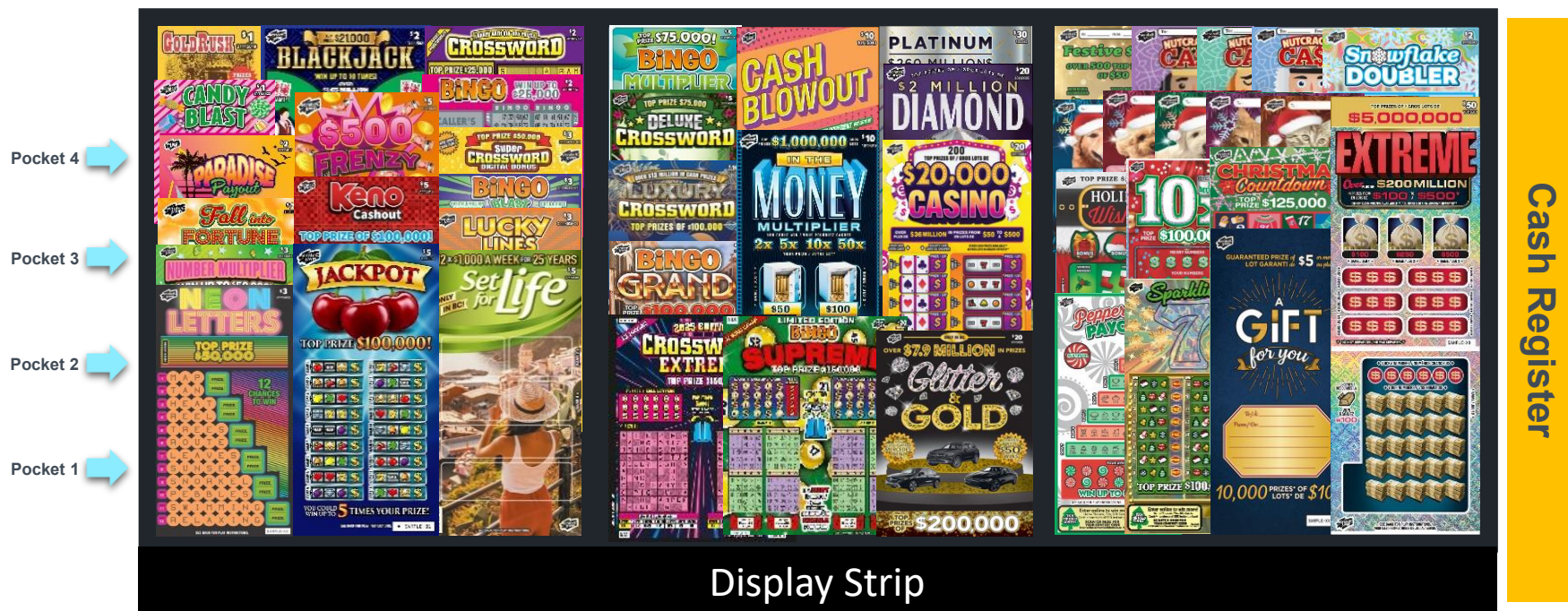
Shoppers Drug Mart | Holiday 2025

SHOPPERS
DRUG MART

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SCRATCH & WIN DISPLAY CASE PLANOGRAM

3-Part Built-In Display Case Planogram



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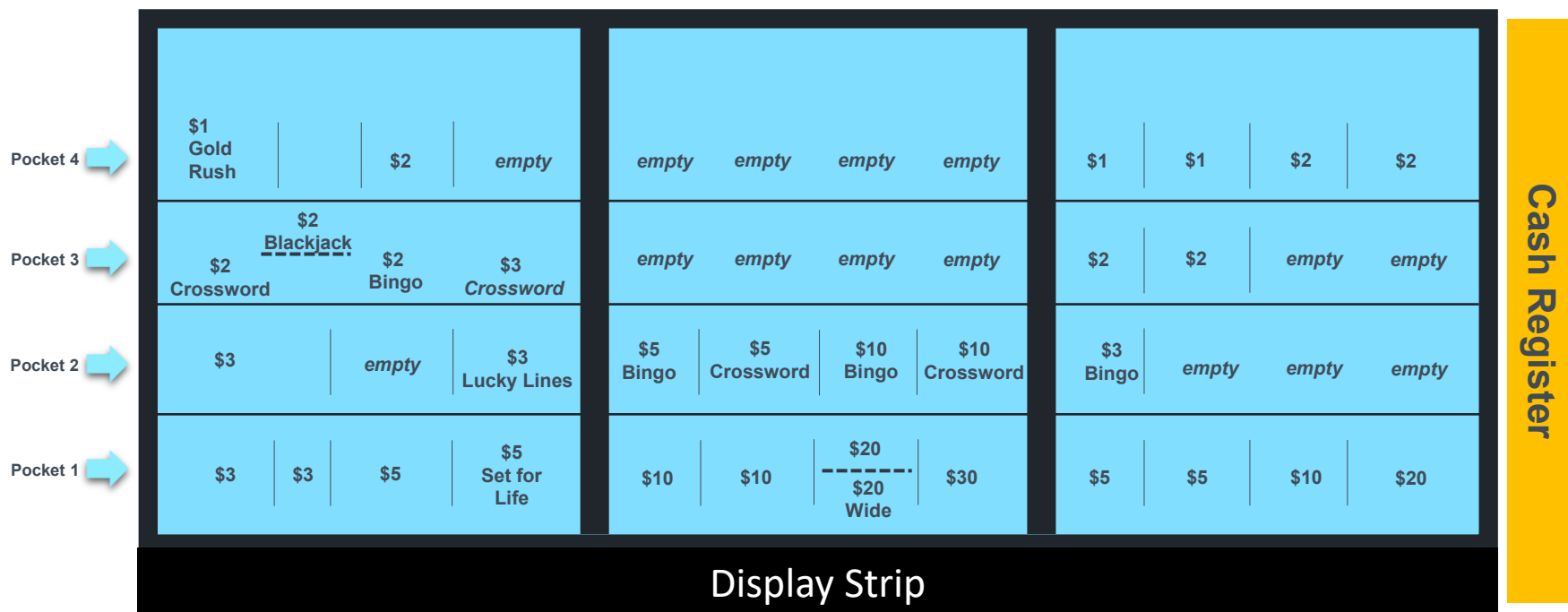
Shoppers Drug Mart | Holiday 2025

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3-Part Built-In Display Case Planogram



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