

Shoppers Drug Mart | June 2025

SCRATCH & WIN DISPLAY CASE PLANOGRAM

Built-In Display Case Planogram

SHOPPERS
 DRUG MART

lotto!


CRITICAL

Tickets in display may vary depending on location.

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.

Shoppers Drug Mart | June 2025

SCRATCH & WIN DISPLAY CASE PLANOGRAM



\$10 XWrd/ \$10 Bingo			
\$2 XWrd/ \$2 Bingo/ \$1 GoldRush		\$20 Regional	
\$3 XWrd		\$5 XWrd/ SFL/ \$10 National	
\$2 BlackJack		\$5 New Ticket/ \$10 National	
\$5 N/ \$3 N/ \$2 N		\$5	
\$3- Lucky Lines/ \$3 Bingo/ \$2 N		\$5 Bingo	\$30
\$3 New Ticket/ \$1 New Ticket/ \$1 New Ticket		\$2 New Ticket/ \$20	\$10 Regional

Cash Register

Display Strip

CRITICAL

Tickets in display may vary depending on location.

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.