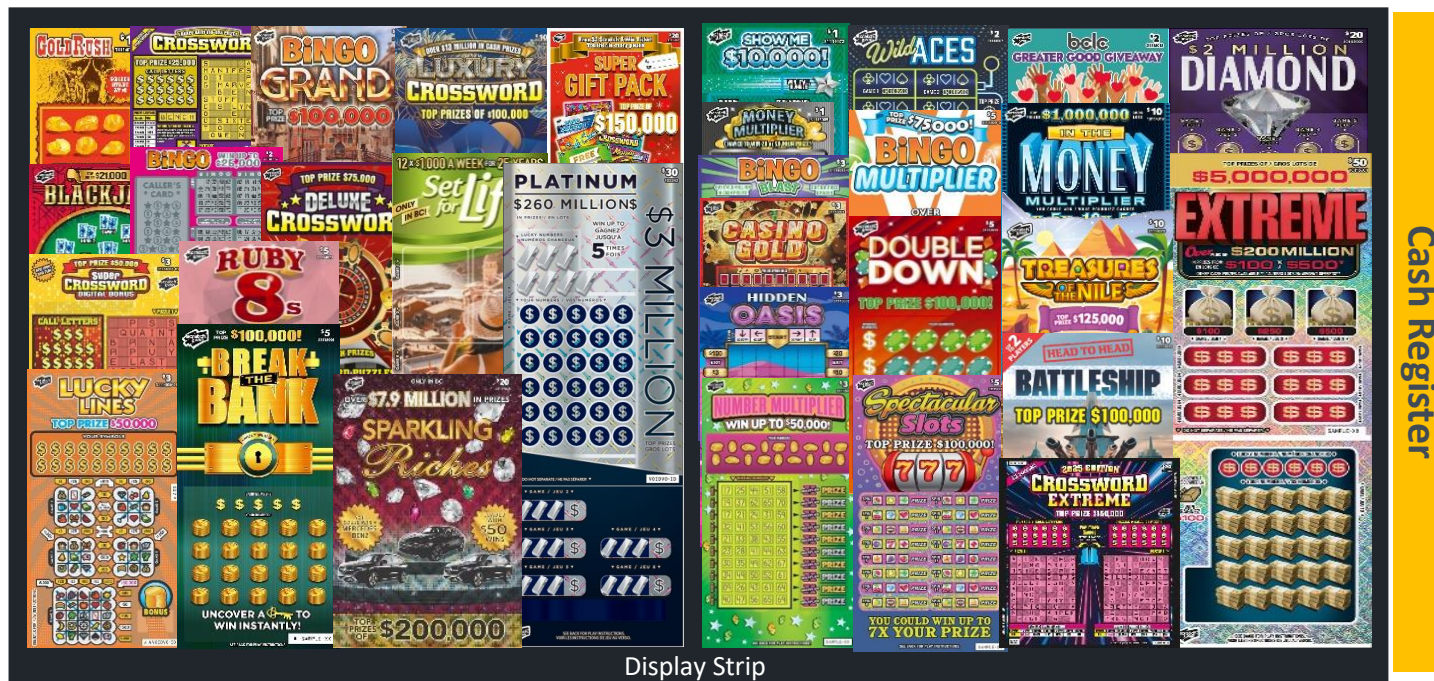**Shoppers Drug Mart | June 2025**

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

SHOPPERS DRUG MART **lotto!**

Display Strip

Cash Register

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.

REMINDER
An empty case means lost sales

bclc

Shoppers Drug Mart | June 2025

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

SHOPPERS DRUG MART · lotto!

Left Display Case

Pocket	Col 1	Col 2	Col 3	Col 4	Col 5
Pocket 9	$1 Gold Rush	$1	empty	empty	empty
Pocket 8	empty	$2 Crossword	empty	empty	
Pocket 7	$2 Blackjack	$2 Bingo	empty	empty	
Pocket 6	empty	empty	empty	empty	
Pocket 5	empty	empty	$10 Bingo	$10 Crossword	
Pocket 4	empty	empty	$5 Crossword	$10	
Pocket 3	$3 Crossword	empty	empty	empty	
Pocket 2	$3 Lucky Lines	$5	$5 Set for Life	empty	
Pocket 1	$3	$5	$20 Wide	$30	

Right Display Case

Pocket	Col 1	Col 2	Col 3	Col 4	Col 5
Pocket 9	$1	$1	empty	empty	empty
Pocket 8	empty	$2	$2	$2	
Pocket 7	$3 Bingo	$5 Bingo	empty	empty	
Pocket 6	empty	empty	empty	empty	
Pocket 5	empty	empty	empty	empty	
Pocket 4	empty	$5	empty	empty	
Pocket 3	empty	empty	$10	$20	
Pocket 2	empty	empty	empty	empty	
Pocket 1	$3	$5	$10	$20	

Cash Register

Display Strip

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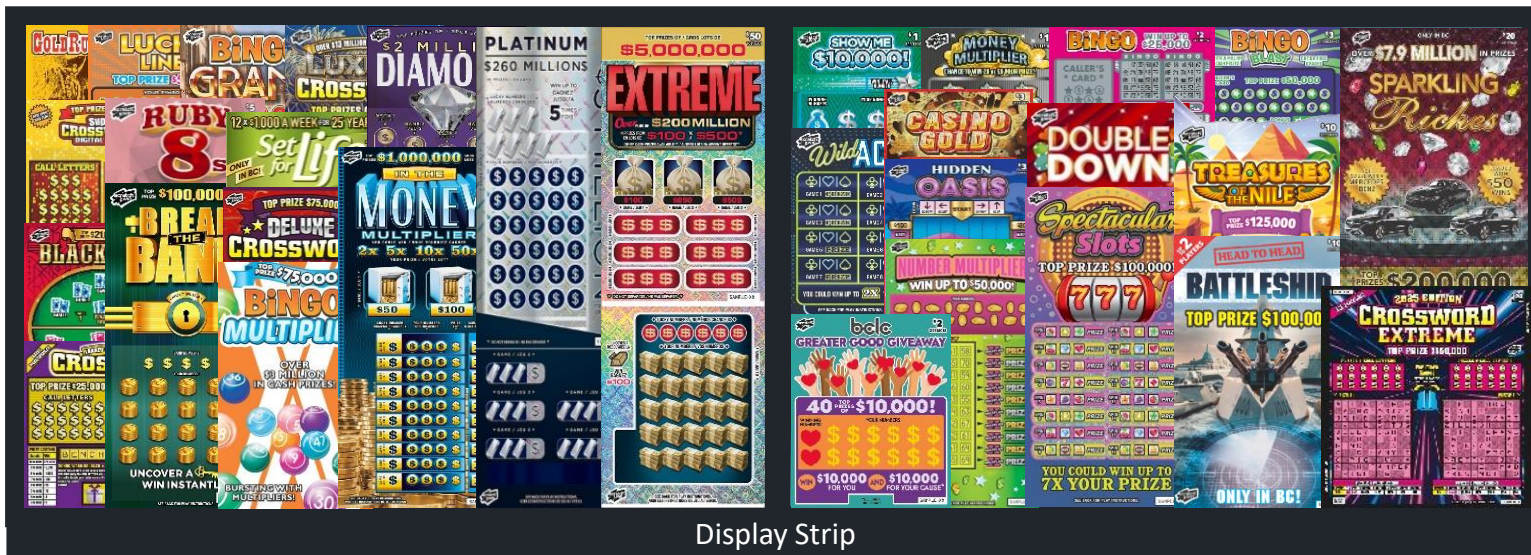
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Shoppers Drug Mart | June 2025

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SHOPPERS DRUG MART lotto!

Cash Register

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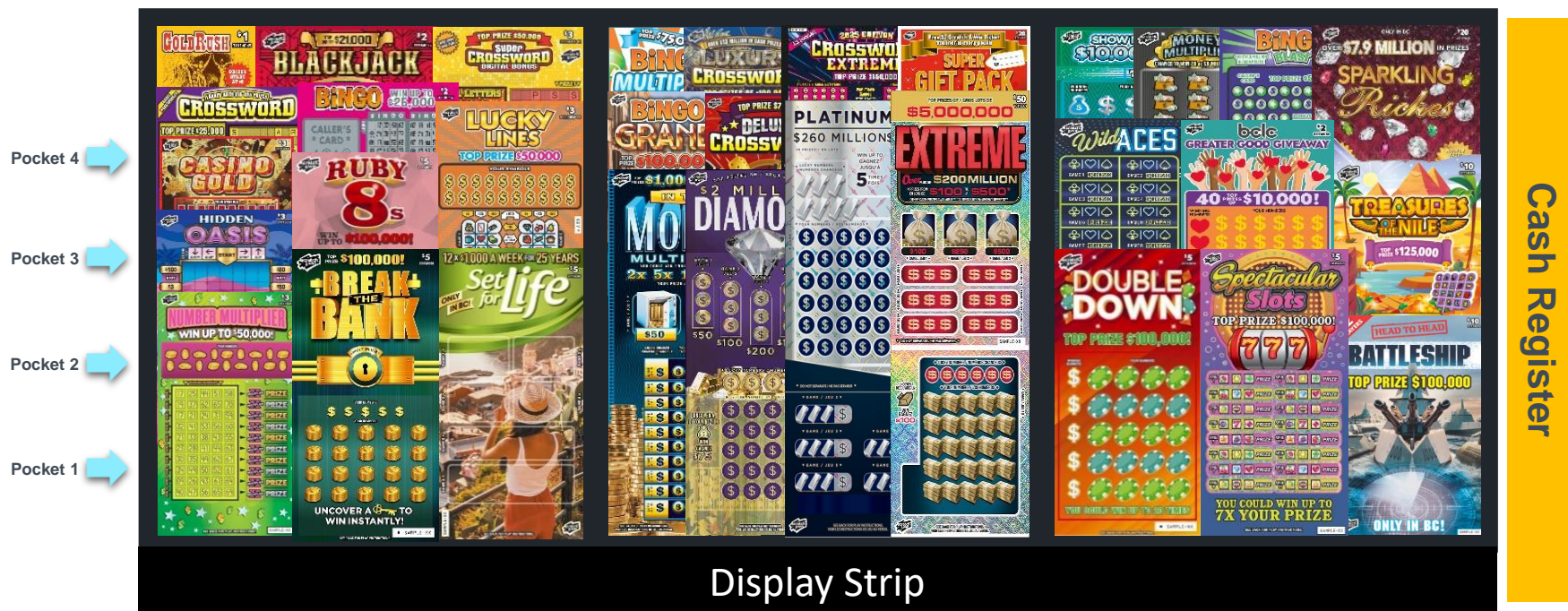
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Shoppers Drug Mart | June 2025

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

SHOPPERS DRUG MART **lotto!**

								Cash Register
$1 Gold Rush	empty	empty	empty	empty	empty			
empty	empty	empty	empty	empty	empty			
$2 Blackjack	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	$10 $20 $30 $10 $20 $10	

						Cash Register
$1	$1	empty	empty	empty	empty	
$2		$2 Bingo	$3 Bingo	empty	empty	
$2		empty	empty	empty	empty	
$2	$3	$3	$5	$5	$10	$20 (Wide)

Display Strip

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Shoppers Drug Mart | June 2025

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

SHOPPERS DRUG MART lotto!

Pocket 4
Pocket 3
Pocket 2
Pocket 1

Cash Register

Display Strip

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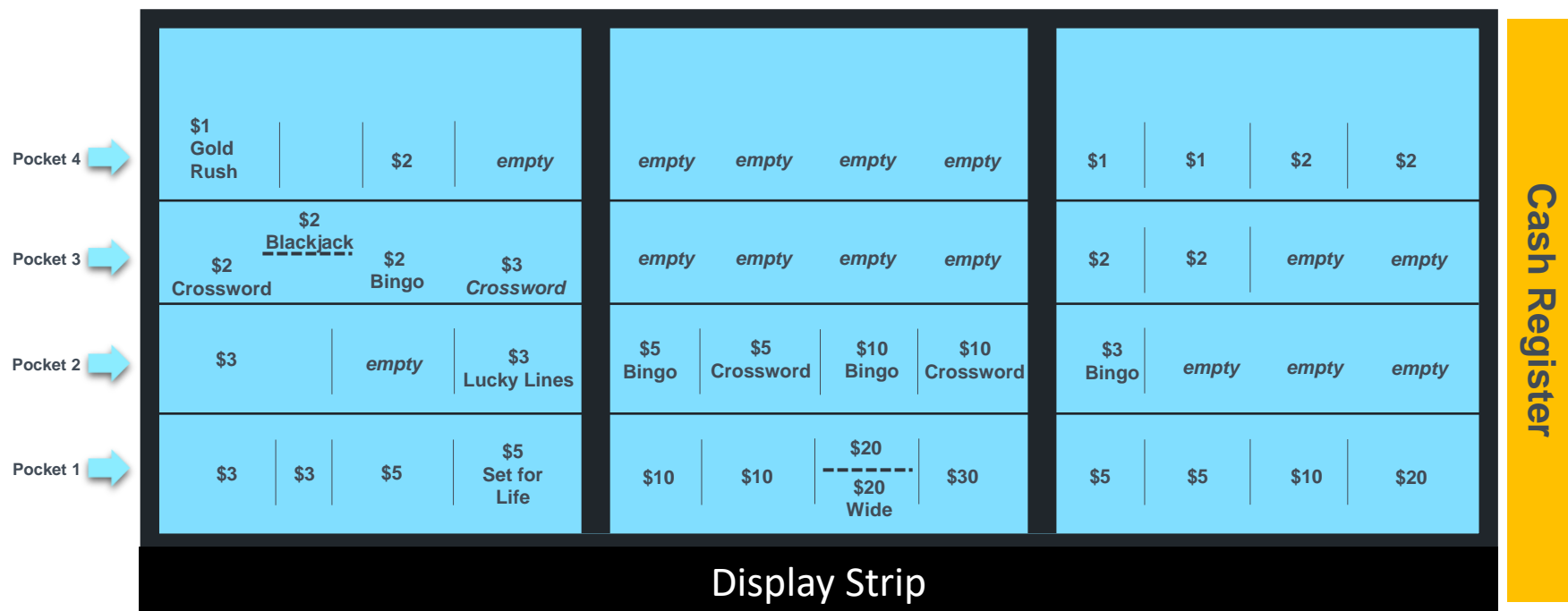
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bclc

Shoppers Drug Mart | June 2025

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

SHOPPERS DRUG MART   **lotto!**

Pocket 4	$1 Gold Rush		$2	empty	empty	empty	empty	empty	$1	$1	$2	$2
Pocket 3	$2 Crossword	$2 Blackjack	$2 Bingo	$3 Crossword	empty	empty	empty	empty	$2	$2	empty	empty
Pocket 2	$3		empty	$3 Lucky Lines	$5 Bingo	$5 Crossword	$10 Bingo	$10 Crossword	$3 Bingo	empty	empty	empty
Pocket 1	$3	$3	$5	$5 Set for Life	$10	$10	$20 / $20 Wide	$30	$5	$5	$10	$20

Display Strip

Cash Register

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