

# Retail Stores Group (RSG) Special Feature Tray - Planogram



## RSG Planogram Requirements:

- The Special Feature Tray must be used at all times.
- Start your display with **highest** price points closest to the lottery terminal.
- Tickets must be neatly placed and lay flat vertically in the case.
- Use “New” inserts to focus attention on new releases.

## Inventory Management Requirements:

- Correctly display the featured ticket on the Special Feature Tray as per the schedule below.
- Base games and new releases must be in stock.

## 2023 Special Feature Ticket Schedule

Oct 10 - 22	>	\$10 Holiday Riches
Oct 23 – Nov 26	>	\$10 Countdown to Christmas IV
Nov 27 – Jan 1	>	\$30 Platinum
Jan 2 – Feb 4	>	\$10 Majestic
Feb 5 – Mar 3	>	\$20 Super Gift Pack II
Mar 4 – Apr 30	>	\$10 \$50, \$100, \$150



The above tickets are shown only as an example.