

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.

Special Feature Ticket Schedule

| | | |
|--------------------------|---|-------------------------|
| October 11 – November 25 | > | \$10 Holiday Fortune |
| November 26 – January 2 | > | \$25 Holiday Gift Pack |
| January 2 – February 5 | > | \$10 Jackpot Multiplier |
| February 6 – March 5 | > | \$20 Super Gift Pack |
| March 6 – April 2? | > | \$10 Big Stack |



The above tickets are shown only as an example.