



TWG MERCHANDISING STANDARDS 2024



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2024 TWG Merchandising Guidelines

Cold Box

- 2 TWG items per 4-foot shelf to include all sizes. (Not including Corporate Brands)

Warm Shelf

- Always choose position over adjacency
- Preferred adjacency is right hand pull to the #1 SKU in the category.
- Avoid having TWG brands adjacent to each other when possible.

Display

- All displays should be clean and merchandised with correct pricing and brand approved POS.
- Must have Cupcake and 3 other priority brands on display.

TWG Top 12 Priorities:

- | | |
|-------------------------|------------------------------|
| 1. Cupcake Chardonnay | 7. Cupcake Pinot Grigio |
| 2. Cupcake Butterkissed | 8. Cupcake MDA |
| 3. Cupcake Sauv Blanc | 9. Lighthearted Pinot Grigio |
| 4. Chloe Pinot Grigio | 10. Beringer M&V Wht Zin 1.5 |
| 5. Cupcake Prosecco | 11. Kung Fu Girl Riesling |
| 6. Chloe Sauv Blanc | 12. Imagery Chardonnay |

**DIG DUG SKUs IN BOLD*

TWG Distribution Priorities:

Chardonnay

1. Cupcake
2. Cupcake Butterkissed

Sauv Blanc

1. Cupcake
2. **Chloe**

Pinot Grigio

1. **Chloe**
2. Cupcake

Riesling

1. Kung Fu Girl

Cabernet

1. Tribute
2. Imagery

Pinot Noir

1. Imagery
2. Dreaming Tree

Red Blend

1. Cooper & Thief
2. Dreaming Tree

Zinfandel

1. 7 Deadly

Rose

1. Cupcake Rose
2. Chloe Rose

Celebratory

1. Cupcake Prosecco
2. Cupcake MDA

1.5L

1. M&V Wht Zin
2. M&V PG

Merlot

1. Velvet Devil

4 On The Floor:

“Must Hit” Brands

- Franzia
- Cupcake
- Chloe
- Imagery
- Beringer Main & Vine

Strategic Brands

- The Dreaming Tree
- Cooper & Thief
- Charles Smith
- Tribute
- 7 Deadly

Looking for detailed guidelines?
Follow the QR Code



Program Compliance Standards

Speed to Floor: Minimum of 90% display execution within the first 7 business days of the program.

Speed to Volume: Volume growth greater than the previous year, same time period, within the first 7 business days of the program.



TWIG ACCOUNT SURVEY STANDARDS




Chains
Displays: Must have Cupcake and 3 other priority brands on display.
Distribution: Top 10 Dig Dug SKUs and Innovation
Cold Box: 2 for every 4ft
Pricing: Consistent among shelf, cold box & displays

Independents
Displays: Must have Cupcake and 3 other priority brands on display.
Shelf: Franzia share, Dig Dug, Innovation and preferred adjacencies
Distribution: Top 10 Dig Dug SKUs and Innovation
Cold Box: 2 for every 4ft
Pricing: Consistent among shelf, cold box & displays

Chain Grading:

Overall Grade: 4 Points Available: (A= 3.6 to 4, B= 3.1 to 3.5 & C= 2.8 to 3)

<p>Displays</p> <ul style="list-style-type: none"> • Has the chain planner been executed? • Are there a minimum of 4 TWG displays? • Is there at least 1 impactful TWG display (Size/Location)? • Does Cupcake have equal to or greater number of cases than the competition? • Are TWG Innovation Brands on display? • Are TWG Core Brands on display? 	<p>Distribution</p> <ul style="list-style-type: none"> • Does TWG have distribution of our Core Brands/Dig Dug SKUs? (See Top 10 List) <div style="border: 1px solid black; padding: 5px;"> <p><u>Top 10 Focus Sku's (Dig Dug)</u></p> <ul style="list-style-type: none"> • Chloe Pinot Grigio • Chloe Sauv. Blanc • Imagery Pinot Noir • Tribute Cab • Cupcake Butterkissed Chardonnay • Cooper and Thief Red Blend • Cupcake Prosecco • The Dreaming Tree Red Blend • Kung Fu Girl Riesling • 7 Deadly Zinfandel </div> 
<p>Cold Box</p> <ul style="list-style-type: none"> • Does TWG have 2 PODs for every 4 feet of cold box space? (See Cold Box Standards Page) 	<p>Pricing</p> <ul style="list-style-type: none"> • Is the pricing consistent between shelf, cold box and display?

Independent Grading:

Overall Grade: 5 Points Available: (A= 4.5 to 5, B= 4 to 4.4 & C= 3.5 to 3.9)

<p>Displays</p> <ul style="list-style-type: none"> • Do we have Cupcake in mass and at least 3 other impactful TWG Core Brands on display? • Does Cupcake have equal to or a greater number of cases than the competition? • Does TWG have a priority brand in the #1 display location in the account? • Are TWG Innovation Brands on display? • Are TWG Core Brands/Dig Dug SKUs on display? 	<p>Shelf</p> <ul style="list-style-type: none"> • Does Franzia have equal to or greater than 75% of share of the 5L shelf? • Are TWG Innovation Brands set to the shelf? • Are TWG Core Brand/Dig Dug SKUs set to the shelf? • Do we have preferred shelf adjacencies on TWG Core Brand SKUs? 	
<p>Distribution</p> <ul style="list-style-type: none"> • Does TWG have distribution of our Core Brands/ Dig Dug SKUs? (See top 10 list) • Does TWG have distribution of our Innovation Brands? 	<p>Cold Box</p> <ul style="list-style-type: none"> • Does TWG have 2 PODs for every 4 feet of cold box space? (See Cold Box Standards Page) 	<p>Pricing</p> <ul style="list-style-type: none"> • Is pricing consistent between shelf, cold box, and display?

TWG COLD BOX STANDARDS



TWG Top 12 Priorities:

1. Cupcake Chardonnay
2. Cupcake Butterkissed Chard
3. Cupcake Sauv Blanc
4. Chloe Pinot Grigio
5. Cupcake Prosecco
6. Chloe Sauv Blanc
7. Cupcake Pinot Grigio
8. Cupcake MDA
9. Cupcake Lighthearted PG
10. Beringer M&V Wht Zin 1.5L
11. Kung Fu Girl Riesling
12. Imagery Chardonnay

1. 2 types every 4 feet
2. Does not include Corp Brands

TWG Top Cold Wines:

Chardonnay



Pinot Grigio



Sauv Blanc



Rosé



Sparkling



1.5L



Riesling



Seasonal



TWG DISTRIBUTION PRIORITIES



Top 10 Focus Sku's (Dig Dug)

- Chloe Pinot Grigio
- Chloe Sauv. Blanc
- Imagery Pinot Noir
- Tribute Cab
- Cupcake Butterkissed Chardonnay
- Cooper and Thief Red Blend
- Cupcake Prosecco
- The Dreaming Tree Red Blend
- Kung Fu Girl Riesling
- 7 Deadly Zinfandel



TWG Distribution Priorities:

Chardonnay

1. Cupcake
2. Cupcake Butterkissed

Sauv Blanc

1. Cupcake
2. Chloe

Pinot Grigio

1. Chloe
2. Cupcake

Riesling

1. Kung Fu Girl

Cabernet

1. Tribute
2. Imagery

Pinot Noir

1. Imagery
2. Dreaming Tree

Red Blend

1. Cooper and Thief
2. Dreaming Tree

Zinfandel

1. 7 Deadly

Rose

1. Cupcake Rose
2. Chloe Rose

Celebratory

1. Cupcake Prosecco
2. Cupcake MDA

1.5L

1. M&V Wht Zin
2. M&V PG

Merlot

1. Velvet Devil

RETAIL MASTER BRAND SALES STANDARDS

SKU PRIORITIZATION:

Elite 8 SKUs drive business &/or growth opportunity across the Portfolio

- Sauvignon Blanc, Monterey Chardonnay, Butterkissed Chardonnay, Prosecco, Pinot Grigio, LHT Pinot Grigio, LHT Sauvignon Blanc, Citruskissed Pinot Grigio

COLD BOX PRIORITY:

- Sauvignon Blanc, Monterey Chardonnay, Butterkissed Chardonnay, Pinot Grigio



Good: 15+Cases

Any 3-4 of the Elite 8 SKUs –
Must include 1 LHT SKU

- Highly visible display location
- Appropriate size for account volume and footprint



Better: 24+Cases

Any 4-5 of the Elite 8 SKUs – Aim to include minimum 1
LHT SKU

Same as prior plus:

- Number 1 or 2 display location (high pass, high pause)

DISPLAY STANDARDS

MANDATORIES FOR ALL DISPLAYS:

- Stills should always have at least 2/3 share of display
- Clean, Merchandised Displays that showcase the brand positively
- Pricing and Brand Approved POS (where allowed) on display
- No Additional décor (flowers, garland, etc.)



Best: 36+Cases

Any 5-6 Elite 8 SKUs – Aim to include minimum 1 LHT SKU

Same as prior plus:

- Number 1 display location (high pass, high pause)
- If pricing dynamics allow, preferred integration of Prosecco
- Displays >50 should aim for all Elite 8 SKUs

RETAIL MASTER BRAND SALES STANDARDS – PREFERRED ADJACENCIES

SAUVIGNON BLANC			CHARDONNAY			BUTTERKISSED			PROSECCO			PINOT GRIGIO			LHT PINOT GRIGIO		LHT SAUV BLANC		CITRUSKISSED		
																					
KIM CRAWFORD MATUA			KENDALL JACKSON STE. MICHELLE			BUTTER MONDAVI PS BUTTERY			LA MARCA MIONETTO			ECCO DOMANI RUFFINO			BASE SKU ADJACENT		BASE SKU ADJACENT		MENAGE LIMELIGHT SEAGLASS		

Retail Sales Standards:

- **SKU Prioritization:**
 - Chardonnay, Sunset Blush, Chillable Red, Crisp White, Pinot Grigio, Cabernet Sauvignon
- **Cold Box Priority:**
 - Chardonnay, Sunset Blush, Chillable Red, Crisp White, Pinot Grigio
- **Preferred Adjacencies:**
 - Minimum of 75% share of shelf in the 5L section
 - Color banded from left to right
 - Price tier from top to bottom
 - Where possible, place all other value, large format items on bottom shelf.



Display Standards:

- Clean, merchandised displays that showcase the brand positively.
- Pricing and Brand approved POS (where allowed) on display
- Where applicable, display top 6 varieties:
 - Chard, Sunset Blush, Chillable Red, Crisp White, Pinot Grigio, Cab Sauv



GOOD



BETTER



BEST

Key Selling Features:

- **THE WORLD'S MOST POPULAR WINE BRAND**
 - 1 unit sold every second in America
 - A top 15 brand across all age demographics
- **Brand Purpose:**
 - We're on a mission to bring good wine and good times to Best Franz throughout every phase of their lives
- **Our Pitch in a Box:**
 - Inside every box of Franzia is five bottles of really good wine. That means there's plenty of the good stuff for everyone, wherever you want to take the party. And when you show up with five bottles in one gorgeous box, you're bound to make some.

Display Standards:

- Clean, merchandised displays that showcase the brand positively.
- Pricing and Brand approved POS (where allowed) on display
- No additional décor unless approved by brand team.
- Lead SKU White Zinfandel should ALWAYS be part of displays – 100% of small displays, at least 50% of larger displays



Good

- 5-10 cases
- 100% White Zin



Better

- Same as prior plus: 20-25 cases
- 50% White Zin
- 25% Pinot Grigio
- 25% Chardonnay



Best

- Same as prior plus: 40+ cases
- 50% White Zin
- Balance a mix of core portfolio:
 - Pinot Grigio
 - Chardonnay
 - Cabernet Sauvignon
 - White Merlot

Retail Sales Standards:

- **SKU Prioritization:**
 - White Zinfandel, Pinot Grigio, Chardonnay, Cab Sauv, White Merlot
- **Cold Box Priority:**
 - White Zinfandel, Pinot Grigio, Chardonnay
- **Preferred Adjacencies:**

Preferred Shelf Adjacencies – 750ml



Preferred Shelf Adjacencies – 1.5L





Display Standards:

- Clean, merchandised displays that showcase the brand positively.
- Pricing and Brand approved POS (where allowed) on display
- No additional décor unless approved by brand team.
- Jointly display Lemonade Stand with Beringer Main & Vine, where possible.

Retail Sales Standards:

- **SKU Prioritization:**
 - Lemonade Moscato, Strawberry Lemonade Rose, Peach Lemonade Moscato
- **Cold Box Priority:**
 - Lemonade Moscato, Strawberry Lemonade Rose, Peach Lemonade Moscato
- **Preferred Adjacencies:**
 - As sets vary, merchandise next to sweet, fruit & flavored wines, wine cocktails & spritzers



Good
5-10cs

- LS@MV Case Stacks flanking BMV Display
- Feature all SKUs; if limited space prioritize Lemonade Moscato

Better
10+ Cases

- Half Display LS@MV
- Feature all SKUs; if limited space prioritize Lemonade Moscato
- Half Display BMV

Best
20+ Cases

- **Independent LS@MV Display**
- Feature all SKUs; if limited space prioritize Lemonade Moscato
- **Independent BMV Display**

RECOMMENDED SHELF + COLD BOX PLACEMENT

AS SETS VARY: MERCHANDISE NEXT TO SWEET, FRUIT & FLAVORED WINES, WINE COCKTAILS & SPITZERS

Fruit Flavored Set



Main & Vine Brand Set



CHLOE WINE COLLECTION

CHLOE
WINE COLLECTION

Display Standards:

- Clean, merchandised displays that showcase the brand positively
- Pricing and Brand approved POS (where allowed) on display
- No additional décor. (flowers, garland, etc.)
- 50% lead varietal Pinot Grigio, 25% Sauvignon Blanc - focus on core priority SKU's
- Co-brand in floral or cheese section



GOOD: 6-9 cs

- 50% or > PG
- Visible Display Location
- Showcasing Key POS

BETTER: 12 - 15cs

- #1 or #2 display location (high pass, high pause)
- 50% or > PG
- 25% or > Sauv Blanc
- Utilizing key display pieces

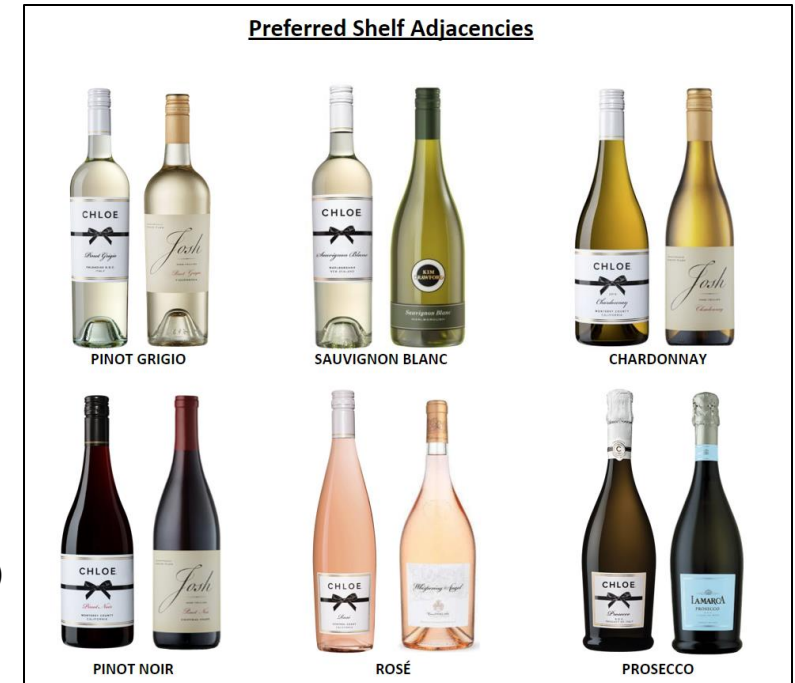
BEST: 15+ cs

- #1 display location (high pass, high pause)
- 50% or > PG
- 25% or > Sauv Blanc
- Features additional key varietals Chardonnay, Pinot Noir, Prosecco
- All varietals on display
- Utilizing key display pieces

Retail Sales Standards:

- **SKU Prioritization:**
 - Pinot Grigio, Sauvignon Blanc
- **Cold Box Priority:**
 - Pinot Grigio, Sauvignon Blanc, Chardonnay, Prosecco

Preferred Shelf Adjacencies

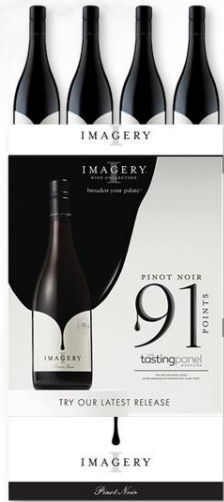


[TWG Catalog - Chloe](#)

Display & Retail Standards

Mandatories for all Displays:

- Clean, Merchandised Displays that showcase the brand positively
- Pricing and Brand Approved POS (where allowed) on display
- No Additional décor (flowers, garland, etc)



Good:

- 3-6 cases
- Highly Visible Display Location
- Appropriate size for account volume and footprint
- No More than two types, if one stack then prioritize Pinot Noir



Better:

- 7-11 cases
- Number 1 or 2 Display Location (high pass, high pause)
- All types on display
- 50% Pinot Noir Minimum



Best:

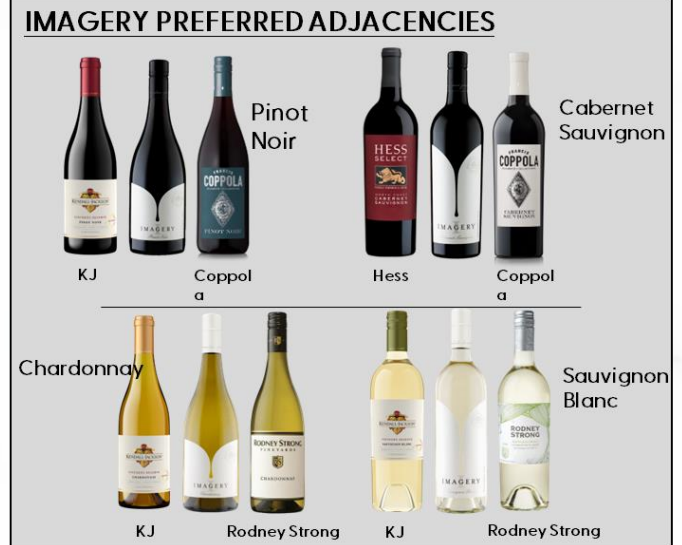
- 12+ Cases
- Number 1 Display Location
- All types on display
- > 50% lead varietal Pinot Noir

SKU Prioritization:

- Pinot Noir (Hero SKU), Cabernet Sauvignon, Chardonnay, Sauv Blanc

Cold Box Priority:

- Chardonnay, Sauvignon Blanc



Mandatories for all Displays:

- Clean, Merchandised Displays that showcase the brand positively
- Pricing and Brand Approved POS (where allowed) on display



Good:

- 3 cases
- Highly visible display location
- Appropriate size for account volume and footprint
- No more than two types, if one stack then prioritize Cabernet



Better:

- 4-6 cases
- Number 1 or 2 display location (high pass, high pause)
- All types on display
- 50% Cab Minimum



Best:

- 7+ Cases
- Number 1 display location (high pass, high pause)
- All types on display
- >50% lead varietal Cabernet

SKU Prioritization:

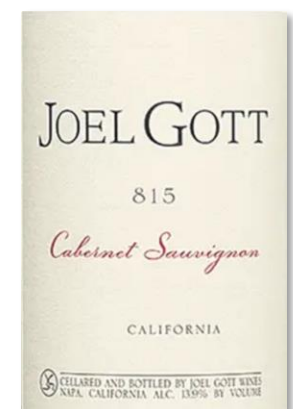
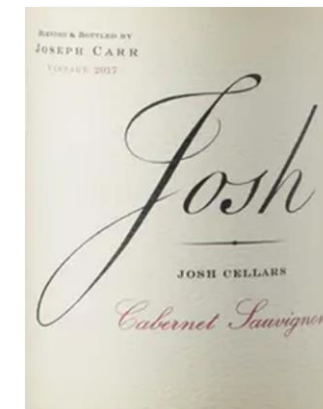
- Cabernet (Hero SKU), Sauvignon Blanc, Pinot Noir, Chardonnay

Cold Box Priority:

- Sauvignon Blanc, Chardonnay

Shelf Adjacencies:

- Josh, Joel Gott (for all SKUs)



7 DEADLY



Display Standards:

- Clean, Merchandised Displays that showcase the Brand's Super Premium equity: Lead with 50% Zin (majority of display, followed by Cab, Red approx. 25% each)
- Pricing and Brand Approved POS (where allowed) on display
- No Additional décor, (unless Halloween decorations, garland, etc)
- Co-brand in chocolate or meat section

Retail Sales Standards:

- SKU Prioritization:
 - Zinfandel, Cabernet Sauv., Red Blend
- Cold Box Priority:
 - N/A
- Preferred Adjacencies



GOOD: 3-6 cs

- 50% or > ZIN
- Visible Display Location
- Showcasing Key POS

BETTER: 9-12cs

- #1 or #2 display location (high pass, high pause)
- 50% or >ZIN
- Utilizing key display pieces

BEST: 15+ cs

- #1 display location (high pass, high pause)
- 50% or >ZIN
- All varietals on display
- Utilizing key display pieces



DISPLAY STANDARDS

the **DREAMING TREE**

S U S T A I N A B L Y G R O W N

SKU Prioritization:

- Crush Red Blend
- Cabernet Sauvignon
- Pinot Noir

Cold Box Priority:

- Sauvignon Blanc
- Rosé

Mandatories for all Displays:

- Clean, Merchandised Displays that showcase the Brand's Super Premium equity: Lead with 50% Crush Red Blend 50% Cabernet Sauvignon
- Pricing and Brand Approved POS (where allowed) on display
- Co-brand in meat and cheese section

Preferred Adjacencies:



Crush Red Blend



Cabernet Sauvignon



Pinot Noir



Sauvignon Blanc



Chardonnay



Rosé

Good

- Highly Visible Display Location
- Appropriate size for account volume and footprint
- Showcase flow paper POS
- 6-9 cases, 50% Crush Red Blend and 50% Cabernet Sauvignon

Better

Same as prior plus:

- Number 1 or 2 Display Location (high pass, high pause)
- Emphasis on Red Blend and Cabernet Sauvignon
- Utilizing key flow display pieces
- 9-12 cases, 40% Crush Red Blend, 40% Cabernet Sauvignon, 20% Pinot

Best

Same as prior plus:

- 12+ cases
- Number 1 or 2 Display Location (high pass, high pause)
- Large clean display utilizing key display POS
- 75% Red Blend, Cab, Pinot Noir, 25% whites and Rosé
- Feature all SKUs (if available)

DISPLAY STANDARDS

Mandatories for all Displays:

- Clean, merchandised displays that showcase the Brand's Luxury equity: 100% Red Blend focus, only include Pinot Noir in large displays
- Pricing and Brand Approved POS (where allowed) on display
- **Do not** implement standard cross merch programs or discounting for Cooper & Thief to ensure we maintain the luxury equity. Please contact the brand team if you have retailer specific cross-merch needs

SKU Prioritization:

- Red Blend (Hero SKU)
- Pinot Noir

LUXURY RED BLEND SET

Preferred Adjacencies:



LUXURY PINOT NOIR SET

Preferred Adjacencies:



Good

- Highly Visible Display Location
- Appropriate size for account volume and footprint
- Showcase flow paper POS
- 3-6 cases, 100% Red Blend

Better

- Same as prior plus:
- Number 1 or 2 Display Location (high pass, high pause)
 - 100% Red Blend
 - Utilizing key flow POS; 3 case sleeves
 - 6-9 cases

Best

- Same as prior plus:
- 9-12 cases
 - Number 1 or 2 Display Location (high pass, high pause)
 - Large clean display utilizing key display POS
 - 75% Red Blend, 25% Pinot Noir

Display Standards

Mandatories for all Displays:

- Clean, Merchandised Displays that showcase the Brand's Super Premium equity:
Lead with 50% Kung Fu Girl and 50% Velvet Devil Merlot
- Pricing and Brand Approved POS (where allowed) on display

SKU Prioritization:

- Kung Fu Girl Riesling
- Velvet Devil Merlot
- Boom Boom Syrah

Cold Box Priority:

- Kung Fu Girl Riesling

Preferred Adjacencies:



Kung Fu Girl
Riesling



The Velvet Devil
Merlot



Boom Boom
Syrah



Band of Roses Rosé



Chateau Smith Cab



Eve Chardonnay

[Charles Smith Catalog](#)



Good

- Highly Visible Display Location
- Appropriate size for account volume and footprint
- Showcase flow paper POS
- 3-6 cases, 50% Kung Fu Girl and 50% The Velvet Devil Merlot

Better

Same as prior plus:

- Number 1 or 2 Display Location (high pass, high pause)
- 100% Kung Fu Girl Riesling and Velvet Devil Merlot on each rack
- Utilizing key flow display pieces
- 9-12 cases 50% Kung Fu Girl and 50% The Velvet Devil Merlot

Best

Same as prior plus:

- 12+ cases
- 40% Kung Fu Girl Riesling, 40% Velvet Devil Merlot, 20% any other available varietals
- Number 1 or 2 Display Location (high pass, high pause)
- Large clean display utilizing key display POS



CONVENIENCE CHANNEL MERCHANDISING STANDARDS

2024 TWG Convenience and Small Format Standards



Distribution Priorities By Store Type

Value

- Heavy Over-index under \$12
- Focus on Popular & Single Serve brand offerings

Mainstream

- Balanced Assortment, Split Between Popular, Premium & Single Serve

Affluent

- Focus on Prem/Prem+ Offerings in Addition To Core Single Serve SKUs

Top 10 Priorities:

1. Franzia Chardonnay 500ml
2. Franzia Pinot-Grigio 500ml
3. MD 20/20 Red Grape
4. MD 20/20 Blue Raspberry
5. MD 20/20 Orange Jubilee
6. Beringer M&V WZ 750ml
7. Franzia Sunset Blush 1.5
8. Franzia Chillable Red 1.5
9. Beringer M&V WZ 1.5
10. Lemonade Stand Lem. Moscato

Top 10 Priorities:

1. Franzia Chardonnay 500ml
2. Franzia Pinot-Grigio 500ml
3. MD 20/20 Red Grape
4. MD 20/20 Blue Raspberry
5. Beringer M&V WZ 750ml
6. Cupcake Sauv Blanc
7. Cupcake Chardonnay
8. Beringer M&V WZ 1.5
9. Cupcake MDA 187ml
10. Cupcake Prosecco 750ml

Top 10 Priorities:

1. Cupcake Sauv Blanc
2. Cupcake Chardonnay
3. Chloe Pinot Grigio
4. Franzia Chardonnay 500ml
5. Franzia Pinot Grigio 500ml
6. Cupcake Prosecco
7. Beringer M&V WZ 750ml
8. 7 Moons Red Blend
9. Kung Fu Girl Riesling
10. Cupcake MDA 187ml

**Priority Order May Vary Slightly Depending On Market Demographics*



Merchandising Guidelines

- Prioritize Cold Box Placement for all White Wines
- Follow All National Shelf Adjancies, Cold & Warm shelf

- Make sure all mandated programming activity is executed: Displays, Racks, Promo signage, etc.
- Ensure All TWG Products Are Accurately Priced At All Points of Purchase

- Rotate All Franzia Products to Ensure Freshness

TWG COLD BOX STANDARDS



TWG Top Cold Wines: Convenience

Chardonnay



Sauvignon Blanc



Pinot Grigio



Riesling



Moscato



Wh Zin



Sparkling



1.5L



Single Serve



Fruit Flavored



RTD

