



TWG MERCHANDISING STANDARDS 2025



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GROCERY RETAIL MERCHANDISING STANDARDS

2025 TWG Grocery Retail Distribution Priorities & Merchandising Guidelines



Cold Box

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

Top 10 Priorities:

- | | |
|-------------------------|------------------------------|
| 1. Cupcake Chardonnay | 6. Chloe Sauv Blanc |
| 2. Cupcake Butterkissed | 7. Cupcake Pinot Grigio |
| 3. Cupcake Sauv Blanc | 8. Cupcake MDA |
| 4. Chloe Pinot Grigio | 9. Cupcake Lighthearted PG |
| 5. Cupcake Prosecco | 10. Beringer M&V Wht Zin 1.5 |



Shelf

- Follow all national shelf adjacencies
- Avoid having TWG brands adjacent to each other when possible.

Top 8 Priorities:

- | | |
|-------------------|-------------------------|
| 1. Cupcake | 6. Summit |
| 2. Franzia | 7. Beringer Main & Vine |
| 3. Chloe | 8. 7 Deadly |
| 4. Imagery | |
| 5. Cooper & Thief | |



Display

- 4 on the floor, lead with the top 8 brand priorities

Top 8 Priorities:

- | | |
|-------------------|-------------------------|
| 1. Cupcake | 6. Summit |
| 2. Franzia | 7. Beringer Main & Vine |
| 3. Chloe | 8. 7 Deadly |
| 4. Imagery | |
| 5. Cooper & Thief | |



Merchandising Guidelines

- | | | |
|---|---|--|
| <ul style="list-style-type: none">• RTD where there is competitive distribution.• Franzia and/or Summit where there is competitive distribution. | <ul style="list-style-type: none">• Speed to Floor: Min of 90% display compliance within the first 7 business days. | <ul style="list-style-type: none">• Make sure all mandated programming activity is executed: Display, Racks, Promo signage, etc.• All displays should be clean and merchandised with correct pricing and POS. |
|---|---|--|

GROCERY RETAIL TWG COLD BOX STANDARDS



TWG Top 10 Priorities:

- | | |
|-------------------------------|-------------------------------|
| 1. Cupcake Chardonnay | 6. Chloe Sauv Blanc |
| 2. Cupcake Butterkissed Chard | 7. Cupcake Pinot Grigio |
| 3. Cupcake Sauv Blanc | 8. Cupcake MDA |
| 4. Chloe Pinot Grigio | 9. Cupcake Lighthearted PG |
| 5. Cupcake Prosecco | 10. Beringer M&V Wht Zin 1.5L |

1. 2 types every 4 feet
2. Does not include Corp Brands
3. RTD where there is competitive distribution
4. Franzia and/or Summit where there is competitive distribution

TWG Top Cold Wines:

Chardonnay



Pinot Grigio



Sauv Blanc



Rosé



Sparkling



1.5L



RTD



Mimosa



NA



BIB



DISPLAY & RETAIL STANDARDS

DISPLAY STANDARDS

- Stills should always have >50% share of display
- Clean, Merchandised Displays that showcase the brand positively
- Pricing and Brand Approved POS (where allowed) on display
- Any additional décor should be consistent with brand standards/ethos



Good: 9-12 Cases

Any 3-4 Elite 8 SKUs

Must include 1 Low/No or Bubbly SKU
(1 must be innovation if in distribution)

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



Better: 12 -24 Cases

Any 4-5 Elite 8 SKUs

Include minimum 1 No/Low SKU and 1 Bubbly SKU
(1 must be an innovation SKU if in distribution)

Same as prior plus:

- # 1 or 2 display location (high pass, high pause)
- Use display pieces for program theme or flow for brand equity

RETAIL SALES STANDARDS

SKU PRIORITIZATION: *focus on Elite 8 SKUs & Innovation*

1. **Stills:** Sauvignon Blanc, Chardonnay, Pinot Grigio, Butterkissed Chardonnay
2. **Bubbles:** Prosecco, Mimosas
3. **Low/No:** Lighthearted Pinot Grigio, Alc-Removed Sauvignon Blanc

COLD BOX PRIORITY:

- MC Chardonnay, Butterkissed Chardonnay, Sauvignon Blanc, Prosecco, Pinot Grigio, Moscato d'Asti, Lighthearted Pinot Grigio



Best: 25+

Any 5+ Elite 8 SKUs: Include minimum 1 No/Low SKU and 1 Bubbly SKU
(1 must be an innovation SKU if in distribution)

Same as prior plus:

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

DISPLAY & RETAIL STANDARDS

PREFERRED ADJACENCIES: PRIORITY SKUs



STILLS

NEW ZEALAND SAUVIGNON BLANC



MONTEREY COUNTY CHARDONNAY



BUTTERKISSED CHARDONNAY



ITALIAN PINOT GRIGIO



PROSECCO



MIMOSA



LHT PINOT GRIGIO



ALC-REMOVED SAUVIGNON BLANC



BUBBLES

LOW / NO



Salsify TWG Catalog linked [HERE](#) for Cupcake Vineyards

CHOOSE JOY

DISPLAY & RETAIL STANDARDS

Display Standards

- Clean, merchandised displays that showcase the brand positively
- Pricing and Brand approved POS (where allowed) on display
- Display any top 6 SKUs plus innovation SKUs
- Any additional décor should be consistent with brand standards/ethos



GOOD

- 4-6 cases
- Top SKU
- Visible Display Location
- Showcase Key POS

BETTER

- 8-12 cases
- Any Top 6 SKUs
- Visible Display Location
- Utilize Weekender Rack

BEST

- 44 cases
- Display Top 6 SKUs plus Innovation SKUs
- Visible Display Location
- Showcase Key POS

Retail Sales Standards

- **SKU Prioritization:**
 - Top 6 SKUs: 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
 - Margarita & Spiked Lemonade: Ready to Serve/Drink Shelf Set



4L/5L Box Set

RTS + RTD Set

DISPLAY & RETAIL STANDARDS

CHLOE.

Display Standards

- Clean, merchandised displays that showcase the brand positively
- Pricing and Brand approved POS (where allowed) on display
- Any additional décor should be consistent with brand standards/ethos
- Innovation items can be included in 12+ cs displays



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 >, Pinot Grigio
- 25% or >, Sauv Blanc/Pros



Best: 15+ cs

- #1 display location
- 50% or >, Pinot Grigio
- 25% or >, Sauv Blanc/Prosecco
- Features other varietals Chardonnay & Pinot Noir

Retail Sales Standards

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

PREFERRED SHELF ADJACENCIES



Display & Retail Standards

IMAGERY.
WINE COLLECTION

Display Standards

- Clean, merchandised displays that showcase the brand positively
- Pricing and Brand approved POS (where allowed) on display
- Any additional décor should be consistent with brand standards/ethos



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
- >75% Pinot Noir/ Cab

Best

- 12+ Cases
- Number 1 Display Location
- All types on display
- >75% Pinot Noir/ Cab

Retail Sales Standards

SKU Prioritization:

- Pinot Noir, Cab Sauv, Chardonnay, Sauvignon Blanc
- Independent Accts: Street Art LTO: Ultra-Prem Cab Sauv

Cold Box Priority:

- Chardonnay, Sauvignon Blanc

Preferred Adjacencies:

Pinot Noir



Cabernet Sauvignon



Chardonnay



Sauvignon Blanc



Street Art LTO
Cabernet Sauvignon:

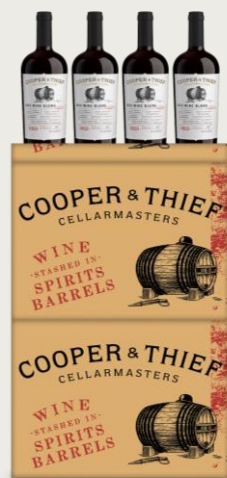


DISPLAY & RETAIL STANDARDS

COOPER & THIEF[®]
CELLARMASTERS

Display Standards

- 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
- Any additional décor should be consistent with brand standards/ethos



Good

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



Better

- 6-9 cases
- 50% Red Blend & 50% Cabernet Sauvignon
- Number 1 or 2 Display Location (high pass, high pause)
- Utilizing case sleeves



Best

- 9-12 cases
- 75% Red Blend, 25% Cabernet Sauvignon
- Number 1 or 2 Display Location (high pass, high pause)
- Large clean display utilizing key display POS

Retail Sales Standards

SKU Prioritization:

1. Red Blend
2. Cabernet Sauvignon
3. Pinot Noir

Preferred Adjacencies:

LUXURY RED BLEND SET

Preferred Adjacencies:



LUXURY CABERNET SAUVIGNON SET

Preferred Adjacencies:



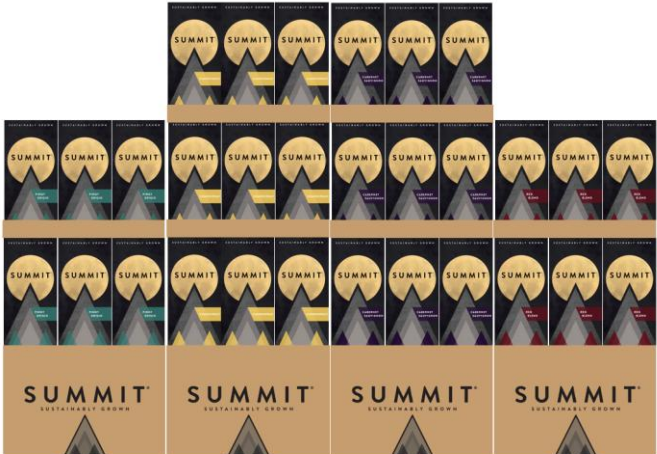
LUXURY PINOT NOIR SET

Preferred Adjacencies:



DISPLAY STANDARDS

- Clean, merchandised displays that showcase the brand positively
- Pricing and Brand approved POS (where allowed) on display
- Any additional décor should be consistent with brand standards/ethos
- Lead SKU Chardonnay should ALWAYS be part of displays – 100% of small displays, at least 25% of larger displays



Good

- 4 cases
- 100% Chardonnay

Better

- Same as prior plus: 8-16 cases
- 50% Chardonnay
- 25% Cabernet Sauvignon
- 25% Pinot Grigio

Best

- Same as prior plus: 20+ cases
- 25% Chardonnay
- Balance a mix of core portfolio:
 - Cabernet Sauvignon
 - Pinot Grigio
 - Red Blend

RETAIL SALES STANDARDS

- **SKU Prioritization:**
 - Chardonnay, Cabernet Sauvignon, Pinot Grigio, Red Blend
- **Cold Box Priority:**
 - Chardonnay, Pinot Grigio
- **Preferred Adjacencies:**
 - Black Box and Bota Box



Chardonnay

Cabernet Sauvignon



Pinot Grigio

Red Blend

Display Standards

- Clean, merchandised displays that showcase the brand positively.
- Any additional décor should be consistent with brand standards/ethos
- Lead SKU White Zinfandel should ALWAYS be part of displays – 100% of small displays, at least 50% of larger displays



Good

- 3+ cases
- 100% White Zin



Better

- Same as prior plus: 12+ cases
- 50% White Zin
- 25% Pinot Grigio
- 25% Chardonnay



Best

- Same as prior plus: 20-25 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:**

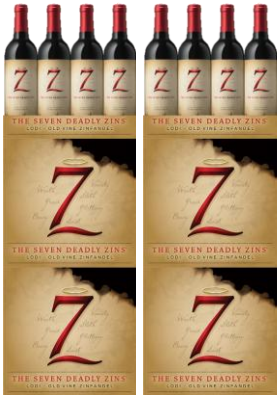


Display & Retail Standards



Display Standards

- Clean, merchandised displays that showcase the brand's Super Premium equity
 - Lead with 75%+ Zinfandel, majority of display
 - Opportunistically followed by Cabernet Sauvignon and Red Blend approximately 25% combined
- Pricing and brand-approved POS, if allowed, on display
- Any additional décor should be consistent with brand standards/ethos
- Co-brand in chocolate or meat section



Good: 3-6 cases

- 75% or more Zinfandel
- Visible display location
- Showcasing key POS

Better: 9-12 cases

- #1 or #2 display location, high pass
- 75% or more Zinfandel
- Utilizing key display pieces

Best: 15+ cases

- #1 display location, high pass
- 75% or more Zinfandel
- Opportunistically, all varietals on display
- Utilizing key display pieces

Retail Sales Standards

SKU Prioritization + Adjacencies

#1 Zinfandel | Josh, Cline



#2 Cabernet | Josh, Francis Coppola



#3 Red Blend | Josh, Z Alexander





CONVENIENCE CHANNEL MERCHANDISING STANDARDS

2025 Convenience TWG Distribution Priorities & Merchandising Guidelines



Distribution Priorities By Store Type

Value

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

Top 10 Priorities:

- | | |
|-----------------------------|-------------------------------|
| 1. Fuel Tiger's Blood 500ml | 6. Beringer M&V WZ 750ml |
| 2. Fuel Hard Punch 500ml | 7. Franzia Sunset Blush 1.5L |
| 3. Mad Dog Blue Razz | 8. Franzia Chillable Red 1.5L |
| 4. Mad Dog Mad Margarita | 9. Beringer M&V WZ 1.5L |
| 5. MD 20/20 Red Grape | 10. Franzia Chard 500ml |

Mainstream

- **Balanced assortment, split between Popular, Premium & Single Serve**

Top 10 Priorities:

- | | |
|-----------------------------|--------------------------|
| 1. Fuel Tiger's Blood 500ml | 6. Beringer M&V WZ 750ml |
| 2. Fuel Hard Punch 500ml | 7. Cupcake Sauv Blanc |
| 3. Mad Dog Blue Razz | 8. Cupcake Chard |
| 4. Mad Dog Mad Margarita | 9. Beringer M&V WZ 1.5L |
| 5. MD 20/20 Red Grape | 10. Franzia Chard 500ml |

Affluent

- **Focus on Prem/Prem+ Offerings in addition to Core Single Serve SKUs**

Top 10 Priorities:

- | | |
|-----------------------------|--------------------------|
| 1. Fuel Tiger's Blood 500ml | 6. Cupcake Chardonnay |
| 2. Fuel Hard Punch 500ml | 7. Chloe Pinot Grigio |
| 3. Mad Dog Blue Razz | 8. Cupcake Prosecco |
| 4. Mad Dog Mad Margarita | 9. Cupcake Mimosa |
| 5. Cupcake Sauv Blanc | 10. Chloe Prosecco 187ml |

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



Merchandising Guidelines

- **Prioritize Cold Box Placement for all White Wines & RTD's**
- **Follow All National Shelf Adjacencies, 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**

CONVENIENCE TWG COLD BOX STANDARDS



TWG Top Cold Wines: Convenience

Chardonnay



Sauvignon Blanc



Pinot Grigio



Rose



Riesling



Moscato



Wh Zin



NA



Sparkling



1.5L



Single Serve



RTD





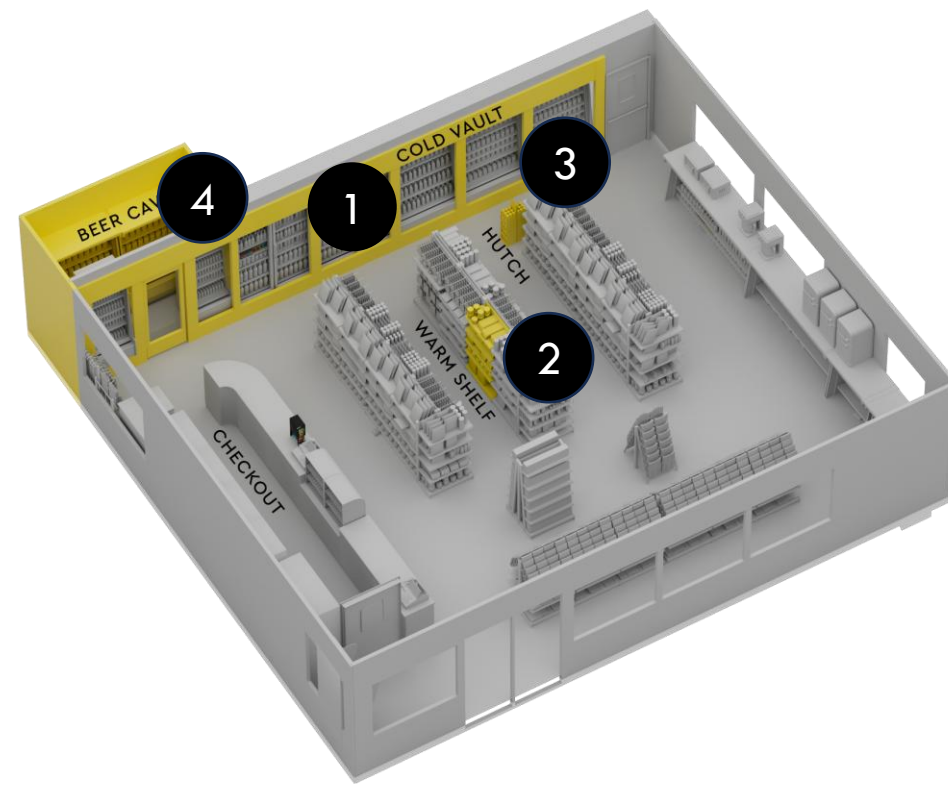
Convenience Channel Retail Standards

RETAIL SALES STANDARDS:

- **SKU Prioritization:**
 1. Tiger's Blood
 2. Hard Punch
 3. Margarita Rush
- **Preferred Adjacencies:**
 1. Beatbox
 2. Vibe by Vendage

MERCHANDISING GUIDELINES:

- **POS:** Match merchandising; All POS equal to competitor in store
- **Pricing:** Priced accurately at all points of purchase
- **Target:** 2/for's to promote velocity (better or equal to competition)



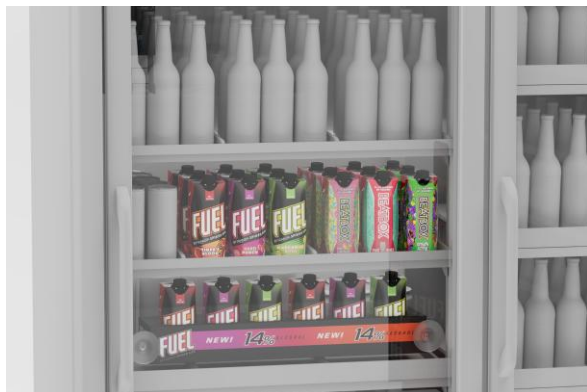
SURVEY STANDARDS:

1. **Cold Box** (Cold = Sold!)
POS: Suction cup shelves

2. **Warm Shelf**
POS: shelf talkers or wobblers

3. **Display Near Cold Box**
POS: hutch

4. **Primary Display:** Front of Store; **Secondary Display:** Beer Cave: 3-case Stack

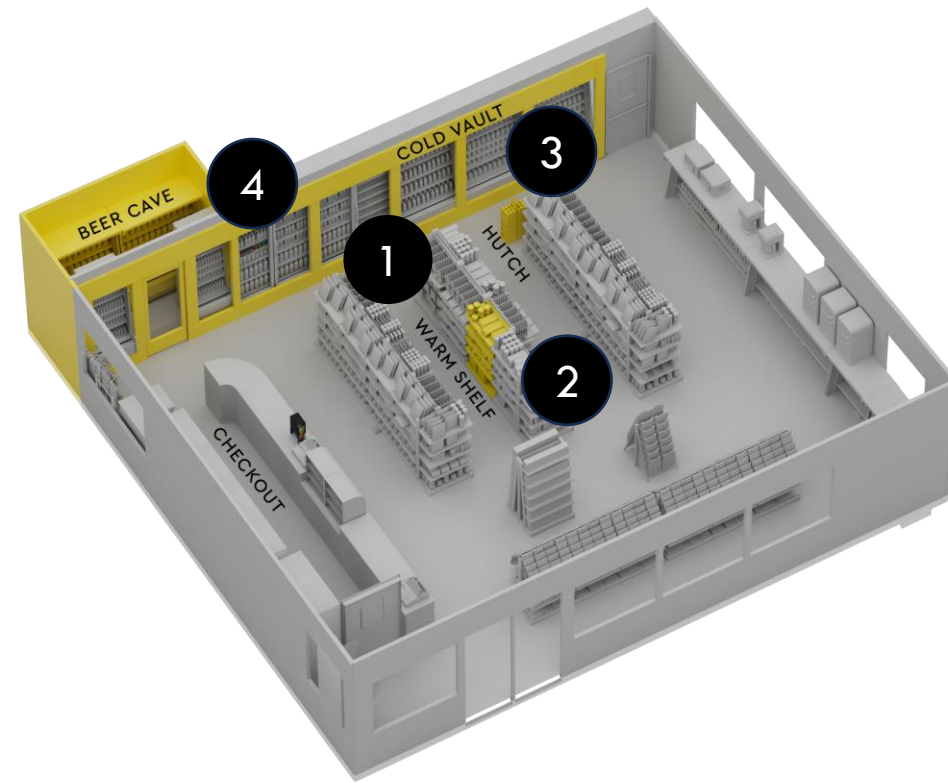


RETAIL SALES STANDARDS:

- **SKU Prioritization:**
 1. Bling Bling Blue Razz
 2. Mad Margarita
 3. Whipped Orange Cream
 4. Spiked Strawberry
- **Preferred Adjacencies:**
 1. Buzzballz
 2. Big Sipz

MERCHANDISING GUIDELINES:

- **POS:** Match merchandising; All POS equal to competitor in store
- **Pricing:** Priced accurately at all points of purchase
- **Target:** 2/for's to promote velocity (better or equal to competition)



SURVEY STANDARDS:

1. **Cold Box** (Cold = Sold!)
POS: Suction cup shelves

2. **Warm Shelf**
POS: shelf talkers or wobblers

3. **Display Near Cold Box**
POS: hutch

4. **Primary Display:** Front of Store; **Secondary Display:** Beer Cave; 3-case Stack





INDEPENDENT RETAIL CHANNEL MERCHANDISING STANDARDS

INDEPENDENT RETAIL STANDARDS

	CORE				FLOOR		MORE	
	Focus	5L Space to Sales	Innovation Distribution	Single Serve	4 on the Floor	+1 Innovation	Cold Box	Price Management
Objective	Obtain 30 Priority Brand PODs per Account	Achieve 75%+ Space in 5L Section	Secure POS on all TWG Innovation in Account	Equal to or Better Than Competition: Display, Shelf, Coldbox, Counter, POS, Price	"The Ocho" Drive 4+ Meaningful Displays to the Floor	Speed to the Floor! Minimum 1 Meaningful Display of TWG Innovation	Execute 2 SKU per 4 Ft of Available Coldbox	TWG Pricing Standards Achieved & Aligned Across: Shelf, Coldbox and Display
Brands to Focus On	 CHLOE <small>WINE COLLECTION</small>  <small>WINE COLLECTION</small>  7 DEADLY SUMMIT  <small>BERINGER MAIN & VINE</small>	<u>Category Leadership</u>  	Innovation Jan-Feb  Mar-Apr  May-Aug 	Small Format   	  CHLOE <small>WINE COLLECTION</small>  <small>WINE COLLECTION</small>  7 DEADLY SUMMIT  <small>BERINGER MAIN & VINE</small>		  CHLOE <small>WINE COLLECTION</small>  <small>WINE COLLECTION</small>  INNOVATION 	

INDY RETAIL TWG COLD BOX STANDARDS



TWG Top 750ml Wines:

Chardonnay



Pinot Grigio



Sauv Blanc



Rosé



Sparkling



RTS



TWG Top Large Format Wines:

1.5L



3 L



5 L



TWG Top Single Serve Wines:

187ML



200ML



500 ML



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



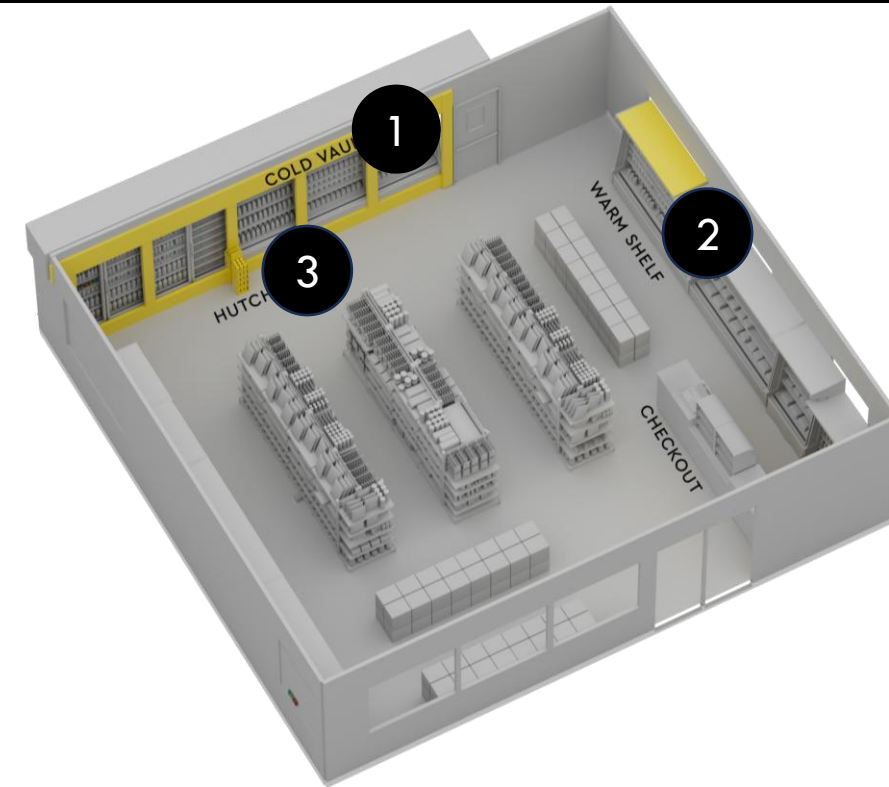
Independent Liquor Store Channel Retail Standards

RETAIL SALES STANDARDS:

- **SKU Prioritization:**
 1. Tiger's Blood
 2. Hard Punch
 3. Margarita Rush
- **Preferred Adjacencies:**
 1. Beatbox
 2. Vibe by Vendage

MERCHANDISING GUIDELINES:

- **POS:** Match merchandising; All POS equal to competitor in store
- **Pricing:** Priced accurately at all points of purchase
- **Target:** 2/for's to promote velocity (better or equal to competition)



SURVEY STANDARDS:

1. Cold Box (Cold = Sold!)

POS: Suction cup shelves



2. Warm Shelf

POS: shelf talkers or wobblers



3. Display Near Cold Box

POS: hutch

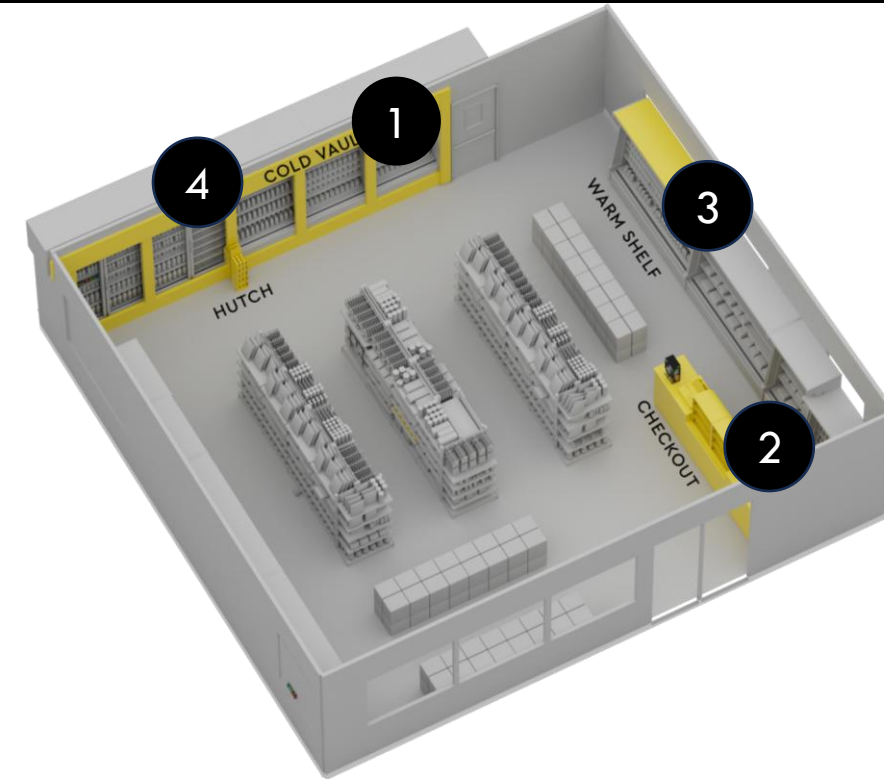


RETAIL SALES STANDARDS:

- **SKU Prioritization:**
 1. Bling Bling Blue Razz
 2. Mad Margarita
 3. Whipped Orange Cream
 4. Spiked Strawberry
- **Preferred Adjacencies:**
 1. Buzzballz
 2. Big Sipz

MERCHANDISING GUIDELINES:

- **POS:** Match merchandising; All POS equal to competitor in store
- **Pricing:** Priced accurately at all points of purchase
- **Target:** 2/for's to promote velocity (better or equal to competition)



SURVEY STANDARDS:

1. Cold Box (Cold = Sold!)

POS: Suction cup shelves

2. Checkout Counter

POS: Countertop unit

3. Warm Shelf

POS: shelf talkers or wobblers

4. Display Near Cold Box

POS: hutch



PERMANENT PLACEMENT

Adjacent to MD 20/20 Shelf Set

- Next to Orange Jubilee, Blue Raspberry or Banana Red
- As far away from Red Grape as possible



INCREMENTAL PROMOTION

3 Case Stack with Sleeve

If possible, next to Taylor Port display

