



TWG MERCHANDISING STANDARDS 2026



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TWG Retail Merchandising Guidelines

Display: 7-UP

- ✓ If account has planner, has it been executed?
- ✓ Are there 7 TWG branded displays from the 10 Power Brand focus priorities or, at a minimum, 20% floor coverage?
- ✓ Are there at least 3 impactful TWG displays (Size=Mass, Location=Top 5 planner) from the 10 Power Brand focus priorities?

Shelf: 10 Power Brands

- ✓ Do all 10 TWG Power Brand focus priorities have shelf distribution?
- ✓ Do TWG items with shelf-life requirements have proper rotation to maintain freshness?

Cold Box: 1x1

- ✓ Does TWG have cold box representation of 1 item for every 1 foot and all 10 Power Brand focus priorities covered?

Pricing: Shelf, Cold Box & Display

- ✓ Are TWG pricing standards achieved and aligned across shelf, cold box and display?

Display & Shelf Power Brand Focus Priorities

1	Meiomi	6	RMPS
2	Woodbridge	7	Chloe
3	Cupcake	8	Cook's
4	Franzia	9	Cooper & Thief
5	MAD DOG & FUEL	10	SIMI

Cold Box Focus Priorities 1x1

1. Woodbridge Chardonnay 1.5L	6. Cupcake Chardonnay	11. Cupcake Prosecco	16. Cupcake ButterKissed
2. Cook's Brut 1.5L	7. Woodbridge PG 1.5L	12. Woodbridge Buttery Chard 1.5L	17. Cook's Extra Dry 750ml
3. Cook's Brut 750ml	8. Main & Vine WZ 1.5L	13. Woodbridge Chardonnay 750ml	18. SIMI Chardonnay
4. Woodbridge SB 1.5L	9. Cupcake Pinot Grigio	14. Meiomi Chardonnay	19. Main & Vine WZ 750ml
5. Cupcake Sauv Blanc	10. Chloe Pinot Grigio	15. RMPS Chardonnay	20. Cupcake MDA



TWG Cold Box Priorities

2026

1x1

1. 1 TWG Power Brand/Innovation Item for Every 1 Foot of Cold Box Space
2. Innovation Items

Chardonnay	1) WB 2) Cupcake 3) Meiomi 4) RMPS 5) ButterKissed 6) SIMI
Sauvignon Blanc	1) Cupcake 2) Meiomi 3) Chloe
Pinot Grigio	1) Cupcake 2) Chloe 3) Woodbridge
Blush	1) Beringer WZ 2) Chloe Rose
Sparkling	1) Cook's Brut 1.5L 2) Cook's Brut 750ml 3)Cupcake Prosecco 4) Cook's Extra Dry 750ml 5) Cupcake MDA
1.5L	1) Woodbridge Chard 2) Woodbridge SB 3) Woodbridge PG 4) Beringer WZ 5) Woodbridge Buttery Chard
Box	1) Franzia Chardonnay 2) Pinot Grigio 3) Crisp White 4) Sunset Blush 5) Chillable Red
Innovation	1) Meiomi SB 2) Cook's Classic Mimosa 3) Cupcake Mimosas 4) Franzia RTD's
High-Alc	1) Mad Dog 2)Fuel 3)Madly
Better For You	1) Cupcake LightHearted PG 2) Chloe Non-Alc PG 3) Cupcake Non-Alc SB

Cold Box Focus Priorities 1x1

1. Woodbridge Chardonnay 1.5L	6. Cupcake Chardonnay	11. Cupcake Prosecco	16. Cupcake ButterKissed
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4. Woodbridge SB 1.5L	9. Cupcake Pinot Grigio	14. Meiomi Chardonnay	19.Main & Vine WZ 750ml
5. Cupcake Sauv Blanc	10. Chloe Pinot Grigio	15. RMPS Chardonnay	20. Cupcake MDA

INDEPENDENT RETAIL STANDARDS

CORE				FLOOR		MORE		
Focus	5L Space to Sales	Innovation Distribution	Single Serve	20%	+1 Innovation	Cold Box	Price Management	
Objective	Power 50 SKU's in Distribution	Achieve 85%+ Space in 5L Section	Secure POS on all TWG Innovation in Account	Equal to or Better Than Competition: Display, Shelf, Coldbox, Counter, POS, Price	Achieve 20% of Wine Displays in Store	Speed to the Floor! Minimum 1 Meaningful Display of TWG Innovation	Execute 1 SKU/Ft of Available Coldbox ALL TWG SKUs	TWG Pricing Standards Achieved & Aligned Across: Shelf, Coldbox and Display
Indy Retail Channel Brand Priorities	MEIOMI® WOODBIDGE. Cupcake® VINEYARDS Cook's ROBERT MONDAVI® PRIVATE SELECTION CHLOE® WINE COLLECTION EST. 1876 SIMI COOPER & THIEF CELLARMASTERS BERINGER MAIN & VINE.™	Category Leadership FRANZIA® OVER 100 YEARS OF WINEMAKING ALMADEN® VINEYARDS CALIFORNIA'S FIRST WINERY - EST. 1855	Small Format 	MEIOMI® WOODBIDGE. Cupcake® VINEYARDS FRANZIA® OVER 100 YEARS OF WINEMAKING Cook's ROBERT MONDAVI® PRIVATE SELECTION COOPER & THIEF CELLARMASTERS CHLOE® WINE COLLECTION		FRANZIA® OVER 100 YEARS OF WINEMAKING Cupcake® VINEYARDS WOODBIDGE. MEIOMI® Cook's CHLOE® WINE COLLECTION BERINGER MAIN & VINE.™ 		

The POWER 50+

The Below 50 POWER SKU's Represent 80% + of Total Volume Done and MUST Be in Distribution

MEIOMI®

- Pinot Noir
- Chardonnay

WOODBRIIDGE.

- 1.5L**
- Chardonnay
 - Cabernet
 - Pinot Grigio
 - Merlot
 - Sauv Blanc
 - Pinot Noir

- 750ml**
- Chardonnay
 - Cabernet
 - Pinot Grigio
 - Merlot
 - Pinot Noir

Cupcake
VINEYARDS

- Still**
- Sauv Blanc
 - Pinot Grigio
 - Chardonnay
 - BK Chard
 - Moscato
 - Cabernet

- Sparkling**
- Prosecco
 - MDA

FRANZIA®
OVER 100 YEARS OF WINEMAKING

- Chardonnay
- Pinot Grigio
- Sunset Blush
- Crisp White
- Chill Red
- Cabernet
- White Zin
- Merlot
- Red Sangria
- Moscato
- Dark Red Blend

Cook's

- 750ml**
- Brut
 - Extra Dry
 - Spumante

- 1.5L**
- Brut
 - Extra Dry

ROBERT MONDAVI®
PRIVATE SELECTION

- Cabernet
- Chardonnay
- BBA Cabernet
- Merlot
- Pinot Noir

CHLOE
WINE COLLECTION

- Pinot Grigio
- Sauv Blanc
- Prosecco
- Chardonnay

COOPER & THIEF
CELLARMASTERS

- Red Blend
- Cabernet

EST. 1876
SIMI

- Chardonnay
- Cabernet



Innovation +

MAD DOG
BY MD20/20

SUMMIT

MEIOMI®

MADLY

ONE CRU

Cook's

COOPER & THIEF
CELLARMASTERS

FUEL

Cupcake
VINEYARDS

OFF-PREMISE EXECUTION STANDARDS

FOCUS VARIETALS/SKUs

- Pinot Noir 750ml
- Chardonnay 750ml
- Cabernet Sauvignon 750ml
- Sauvignon Blanc 750ml
- Red Blend 750ml
- Bright Pinot Noir 750ml
- Bright Chardonnay 750ml
- Pinot Noir 375ml

COLD BOX PRIORITY

- CHARDONNAY 750ML
- SAUVIGNON BLANC 750ML
- BRIGHT CHARDONNAY 750ML

SHELF STANDARDS

Better Shelf Position Than: La Crema

COMPETITIVE BENCHMARKS

- Decoy Cabernet Sauvignon
- La Crema Chardonnay
- Conundrum Red Blend

IRC/MIR GUIDELINES

COUPONS ALLOWED
✓ YES
GUIDELINES
Coupons only approved during key seasonal windows

PRIORITY CHANNELS

Liquor, Grocery, Club, eCommerce

DISPLAY & RETAIL STANDARDS

GOOD



BETTER



BEST



DISPLAY MIX*

- 65% Pinot Noir
- 15% Chardonnay
- 5% Cabernet Sauvignon
- 5% Sauvignon Blanc
- 5% Bright Pinot Noir and Bright Chardonnay
- 5% Red Blend

**If less than 6 cases then display should be 100% Pinot Noir.*

ADDITIONAL TYPES/SIZES

- Pinot Noir 375ml
- Pinot Noir 1.5L

GOOD: 4-6 CASE STACK

- 100% Pinot Noir
- Case stack in / near wine aisle
- Highly visible display location

BETTER: 24+ CASE STACK / 1-2 RACKS

- >65% Pinot Noir OR 100% new item promo
- Balance a mix of POD Focus Varietals
- Separate Sauv Blanc footprint if not included in mass display
- # 1 or 2 display location (high pass, high pause)

BEST: 50+ CASE DISPLAY

- >65% Pinot Noir, 15% Chardonnay
- Balance a mix of POD Focus Varietals
- Separate Sauv Blanc footprint if not included in mass display
- # 1 display location (high pass, high pause)

ALL VISUALS FPO

MERCHANDISING STANDARDS

DISPLAY STANDARDS

GOOD



BETTER



BEST



GOOD:

4-6 CASE STACK

- 100% Chardonnay and/or Cabernet (1.5L)
- Case stack in / near wine aisle
- Small Footprint Stores

BETTER:

24+ CASE STACK or 1-2 RACKS

- >85% Chardonnay and/or Cabernet (1.5L)
- Balance a mix of POD Focus Varietals
- High visibility location / perimeter

BEST:

50+ CASE DISPLAY

- >85% Chardonnay and/or Cabernet (1.5L)
- Balance a mix of POD Focus Varietals
- High traffic location / center aisle + large format stores

WOODBIDGE®

RETAIL STANDARDS

SKU PRIORITIZATION

All SKUs count toward distribution KPIs. Focus SKUs are intended to drive the greatest growth.

750ml Displays Acceptable: If a store doesn't carry 1.5L or primarily sells 750ml, follow the 1.5L display priorities using 750ml SKUs.

- **1.5L Chardonnay**
- **1.5L Cabernet Sauvignon**
- 1.5L Sauvignon Blanc
- 1.5L Pinot Grigio
- 1.5L Buttery Chardonnay
- 1.5L Pinot Noir
- 1.5L Merlot
- 750ml Chardonnay
- 750ml Cabernet Sauvignon

MANDATORIES FOR ALL DISPLAYS

No additional décor unless approved by brand team.

- Clean, merchandised displays that showcase the brand positively
- Pricing and brand approved POS (where allowed) on display

SALSIFY TWG CATALOG LINKED [HERE](#) FOR WOODBRIDGE

PREFERRED ADJACENCIES

CHARDONNAY



#1 COLD BOX PRIORITY

CABERNET SAUVIGNON



SAUVIGNON BLANC



#2 COLD BOX PRIORITY

PINOT GRIGIO



#3 COLD BOX PRIORITY

BUTTERY CHARDONNAY



#4 COLD BOX PRIORITY

PINOT NOIR



MERLOT



SHELF STANDARDS

- 1.5L & 750ml: Above Barefoot & Yellowtail, Adjacent to Sutter Home
- 500ml: Adjacent to Black Box Go Packs
- 3L Box: Adjacent to Bota Box
- 4pk/187ml Cans: Adjacent to Sutter Home 4pk/187ml

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
- No Additional décor (flowers, garland, etc.)



RETAIL STANDARDS:

SKU Prioritization

Stills: 1) Sauvignon Blanc, 2) MC Chardonnay, 3) Pinot Grigio, 4) BK Chardonnay

Bubbles: 5) Prosecco, 6) Sparkling Cocktails*

Low/No: 7) Lighthouse Pinot Grigio, 8) Alc-Removed Sauvignon Blanc*

*Innovation SKUs

Cold Box Prioritization:

- Sauvignon Blanc, MC Chardonnay, Pinot Grigio, BK Chardonnay

SHELF ADJACENCIES:



Good: 3-6 Cases

- Any 1-2 Elite 8 SKUs
- Highly visible display location
- Showcase key paper/corrugate POS

Better: 9-24 Cases

- Any 3-4 Elite 8 SKUs
- Minimum 1 No/Low SKU **OR** 1 Bubbly SKU
- 1 must be an innovation SKU if in distribution
- # 1 or 2 display location (high pass, high pause)
- Opportunistic use of display POS

Best: 25+ Cases

- Any 5+ Elite 8 SKUs
- Include minimum 1 No/Low SKU **AND** 1 Bubbly SKU
- 1 must be an innovation SKU if in distribution
- # 1 display location (high pass, high pause)
- Displays >50 should aim for all Elite 8 SKUs



FRANZIA RETAIL STANDARDS

SKU PRIORITIZATION - WINE

Top 7 Power SKUs

1. Chardonnay
2. Pinot Grigio
3. Crisp White
4. Sunset Blush
5. Chillable Red
6. Cabernet Sauvignon
7. White Zinfandel

Growth SKUs:

- Pinot Noir [NEW in 2026]
- Sauvignon Blanc
- Dark Red Blend
- Fruity Red Sangria
- Merlot
- Moscato
- Rich & Buttery Chardonnay

SHELF GUIDELINES - WINE

Survey Standards

1. Share of Shelf: >80% of 5L, >30% of Box
2. Distribution: Top 7 Power SKUs in stock
3. Facings: Chardonnay 3+ facings

Shelf Placement

- Brand block, high visibility placement
- Block by color - Whites, Pinks and Reds
- Top 7 Power SKUs make up >70% of facings, for all shelf sizes
- Where possible, place all other value, large-format items on bottom shelf

Distribution

- Good: Top 7 Power SKUs
- Better: Top 7 Power SKUs + 3 growth SKUs
- Best: Top 7 Power SKUs + 7 growth SKUs

Cold-Box

- Prioritize Chardonnay & Pinot Grigio
- Adjacent to Black Box 3L or 1.5L

SKU PRIORITIZATION - RTS

RTS SKUs (Primary placement in RTD set)

1. Strawberry Margarita [NEW in 2026]
2. Margarita [NEW in 2025]
3. Spiked Lemonade [NEW in 2025]

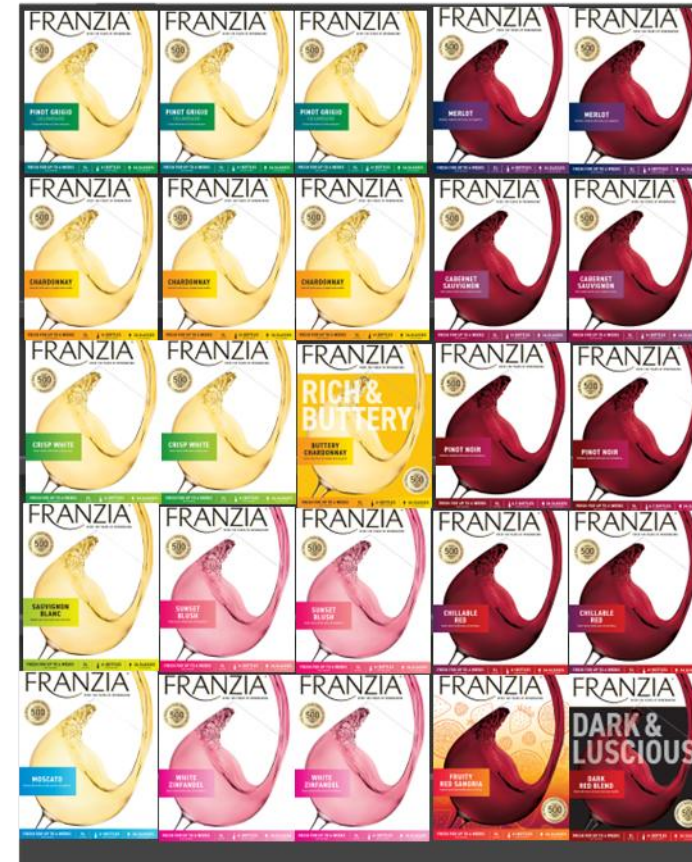
SHELF GUIDELINES - RTS

Shelf placement

- Primary placement in RTD set
- **Only gain placement in 5L set if all Power SKUs and Growth SKUs are in distribution**
- Placement in 5L set: aim for parameter adjacent to picnic wine set or RTD set

IDEAL SHELF SET

WINE SET



RTD SET



[TWG Salsify Catalog: Franzia Wines Collection](#)

FRANZIA®

FRANZIA DISPLAY STANDARDS

GOOD



4-6 CASE STACK

- 100% Chardonnay
- Case stack in / near wine aisle as extension of shelf
- Leverage seasonal paper POS
- Small Footprint Stores

BETTER



8-16 CASE STACKS / 1-2 RACKS

- 100% Top 7 SKUs or 100% Innovation
- High visibility location / perimeter
- Leverage Weekender Racks with branded POS inserts

BEST



20+ CASE PALLET

- >70% Top 7 SKUs, up to 30% New Items
- High traffic location / center aisle
- Leverage pallet wrap / large POS elements
- Large format stores

2026 MERCHANDISING STANDARDS

Retail Standards

SKU Prioritization

1. Blue Razz
2. Spiked Strawberry
3. Mad Margarita
4. Whipped Orange Cream
5. Purple Drip
6. Jungle Juice

#1 Placement: Cold Box



#2 Placement: Warm Shelf



POS: Cold Box Shelf Cling, Gravity Glide

POS: Corrugate Shelf & Gravity Feed Display

Adjacencies

BuzzBallz
Big Sipz
Slamzeez



Good: 3 flavors

Better: 5 flavors (Min. 6 facings)

Best: 5 flavors (10+ facings)

Suggested Frontline Price: \$3.49

Suggested Promo Price: \$2.99

Line Priced At/Below BuzzBallz

Leverage Crazy 8 Signage



Display Standards

Suggested Placement

Near Cold Box or Front of Store
All POS equal to competitor in store



Hutch



Permanent Rack

IMAGES
FPO

2026 MERCHANDISING STANDARDS

Retail Standards

SKU Prioritization

1. Hard Punch 2. Tigers Blood 3. Margarita Rush 4. Ultra Frost 5. After Burner

#1 Placement: Cold Box



POS: Cold Box Shelf Cling, Push Glide

Adjacencies

Beatbox
ViBE



#2 Placement: Warm Shelf



POS: Wobblers, Corrugate Shelf Display, Shelf Strips

Good: 3 flavors

Better: 5 flavors (Min. 6 facings)

Best: 5 flavors (10+ facings)

Suggested Frontline Price: \$3.99

Suggested Promo Price: \$3.49

Line Priced At/Below Beatbox

Leverage Crazy 8 Signage

Display Standards

Suggested Placement

Near Cold Box or Front of Store
All POS equal to competitor in store



Hutch



Permanent Rack

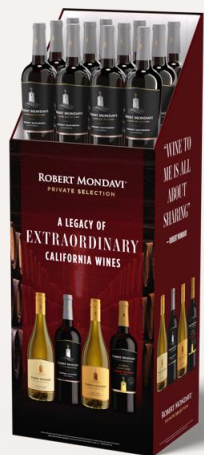
IMAGES
FPO

DISPLAY & RETAIL STANDARDS

ROBERT MONDAVI®
PRIVATE SELECTION

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.)
- Cabernet Sauvignon SKUs should always be 50%+ of display



GOOD: 3-6 Cases

- 100% Cabernet (base &/or BBA)
- Highly visible display locations
- Showcase key paper/corrugate POS



BETTER: 9-24 Cases

- 50%+ Cabernet (base & BBA)
- Up to 50% Chard (base &/or Buttery)
- #1 or #2 display location (high pass/ high pause)



BEST: 25+ Cases

- 50%+ Cabernet (base & BBA)
- 25%+ Chard (base &/or Buttery)
- Feature Pinot Noir &/or Merlot
- #1 or #2 display location (high pass/ high pause)

RETAIL STANDARDS:

SKU Prioritization

- Cabernet Sauvignon, Bourbon Barrel-Aged Cabernet Sauvignon, Chardonnay, Buttery Chardonnay, Pinot Noir, Merlot

Cold Box Prioritization

- Chardonnay, Buttery Chardonnay

Shelf Adjacencies:

Cabernet Sauvignon



Chardonnay



Pinot Noir



Bourbon Barrel-Aged Cabernet Sauvignon



Buttery Chardonnay



Merlot



DISPLAY & RETAIL STANDARDS

CHLOE.

Display Standards

- Clean, merchandised displays that showcase the brand positively
- Pricing and Brand approved POS (where allowed) on display
- No additional décor beyond brand-approved kits (flowers, garland, etc.)
- Innovation items in accounts where distributed



Good

- 3-6 cases
- 50%+ Pinot Grigio
- Visible Display Location
- Showcasing Key POS



Better

- 6-9 cases
- #1 or #2 display location (high pass, high pause)
- 50%+ Pinot Grigio
- 25%+ Sauvignon Blanc/Prosecco



Best

- 12+ cases
- #1 display location
- 50%+ Pinot Grigio
- 25%+ Sauvignon Blanc/Prosecco
- Features other varietals Chardonnay & Pinot Noir

Retail Sales Standards

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

PREFERRED SHELF ADJACENCIES



PINOT GRIGIO

SAUVIGNON BLANC

PROSECCO



CHARDONNAY

PINOT NOIR

ALCOHOL-REMOVED

LIGHTER PINOT GRIGIO

[TWG Salsify Catalog Chloe Wine Collection](#)

DISPLAY & RETAIL STANDARDS

Cook's®

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.)
- Brut should always be 50%+ of display (1.5L or 750mL depending on distribution)



GOOD: 3-6 Cases

- Brut, Innovation or 50/50 split
- Highly visible display locations
- Showcase key paper/corrugate POS

BETTER: 9-24 Cases:

- 50%+ Brut (750mL and 1.5L)
- 25%+ Extra Dry
- 25%+ Innovation
- #1 or #2 Display Location (high pass/ high pause)



BEST: 25+ Cases

- 50%+ Brut (750mL and 1.5L)
- 25%+ Extra Dry
- 25%+ Innovation
- Feature Grand Reserve or Spumante as requested
- #1 or #2 Display Location

RETAIL STANDARDS:

SKU Prioritization

- Brut (1.5L and 750mL), Extra Dry, Classic Mimosa, Mango Mimosa, Strawberry Mimosa (Opportunistic with Grand Reserve & Spumante)

Cold Box Prioritization

- Brut (either 1.5L and 750mL), Extra Dry, Classic Mimosa, Mango Mimosa, Strawberry Mimosa (Opportunistic with Grand Reserve & Spumante)

SHELF ADJACENCIES:

Brut



Extra Dry Brut



Mimosa Set



Sparkling Set



DISPLAY & RETAIL STANDARDS

COOPER & THIEF[®]
CELLARMASTERS

Mandatories for all Displays

- Clean, merchandised displays that showcase the Brand's Luxury equity: at least 50% Red Blend focus including innovation SKUs. Only include Pinot Noir in large displays.
- Pricing and Brand Approved POS (where allowed) on display



Good

- 3-6 cases
- 100% Red Blend or 75% Red Blend/25% Innovation SKUs (Larceny Red Blend, Cabernet Sauvignon)
- Highly Visible Display Location
- Appropriate size for account volume and footprint
- Utilizing case sleeves
- Showcase flow paper POS



Best

- 6+ cases
- 75% Red Blend (including Larceny Red Blend)
- 25% Cabernet Sauvignon
- #1 or #2 Display Location (high pass, high pause)
- Large clean display utilizing key display POS

SKU Prioritization

1. Red Blend
2. Larceny Red Blend (Napa Valley) Collaboration
3. Cabernet Sauvignon
4. Pinot Noir

LUXURY RED BLEND SET (Including Larceny Collab) Preferred Adjacencies:



LUXURY CABERNET SET Preferred Adjacencies:



LUXURY PINOT NOIR SET Preferred Adjacencies:



[TWG Salsify Catalog Cooper & Thief Cellarmasters](#)

DISPLAY & RETAIL STANDARDS

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)
- Chardonnay should always be 50% of display

SKU PRIORITIZATION

- Chardonnay, Cabernet Sauvignon, Sauvignon Blanc

COLD BOX PRIORITIES

- Chardonnay (750ml), Sauvignon Blanc (750ml)

Preferred Shelf Adjacencies

Chardonnay
La Crema



Cabernet Sauvignon
Decoy



Sauvignon Blanc
Decov



Good: 3-6 cases

- 50% Chardonnay
- Visible display location
- Showcasing key POS



Better: 9-12 cases

- 50% Chardonnay
- Visible display location
- Showcasing key POS



Best: 15+ cases

- #1 display location, high pass
- 50% Chardonnay, then Cabernet
- All varietals on display
- Utilizing key display pieces



CONVENIENCE CHANNEL MERCHANDISING STANDARDS

2026 TWG Distribution Priorities & Merchandising Guidelines



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

SKU Priorities

1. Fuel Hard Punch 500ml
2. Fuel Tiger's Blood 500ml
3. Mad Dog Blue Razz
4. Mad Dog Spiked Strawberry
5. MD 20/20 Red Grape
6. Woodbridge Chard 1.5L
7. Woodbridge Cab 1.5L
8. Cook's Brut 750ml
9. Woodbridge PG 187ml
10. Cook's Brut 187ml

1. Fuel Hard Punch 500ml
2. Fuel Tiger's Blood 500ml
3. Mad Dog Blue Razz
4. Mad Dog Spiked Strawberry
5. MD 20/20 Red Grape
6. Cupcake S.Blanc 750ml
7. RMPS Cab 750ml
8. Woodbridge Chard 1.5L
9. Woodbridge Cab 1.5L
10. Cook's Brut 750ml

1. Fuel Hard Punch 500ml
2. Fuel Tiger's Blood 500ml
3. Mad Dog Blue Razz
4. Mad Dog Spiked Strawberry
5. Cupcake Sauv Blanc
6. Cupcake Chardonnay
7. Chloe Pinot Grigio
8. Woodbridge Chard 1.5L
9. Cook's Brut 750ml
10. Meiomi P.Noir 750ml

**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

TWIG COLD BOX STANDARDS



Convenience

Chardonnay



Sauvignon Blanc



Pinot Grigio



Rose



Riesling



Moscato



Wh Zin



NA/Low



Sparkling

1.5L



Fruit/High ABV



Single Serve



RTD



4pk



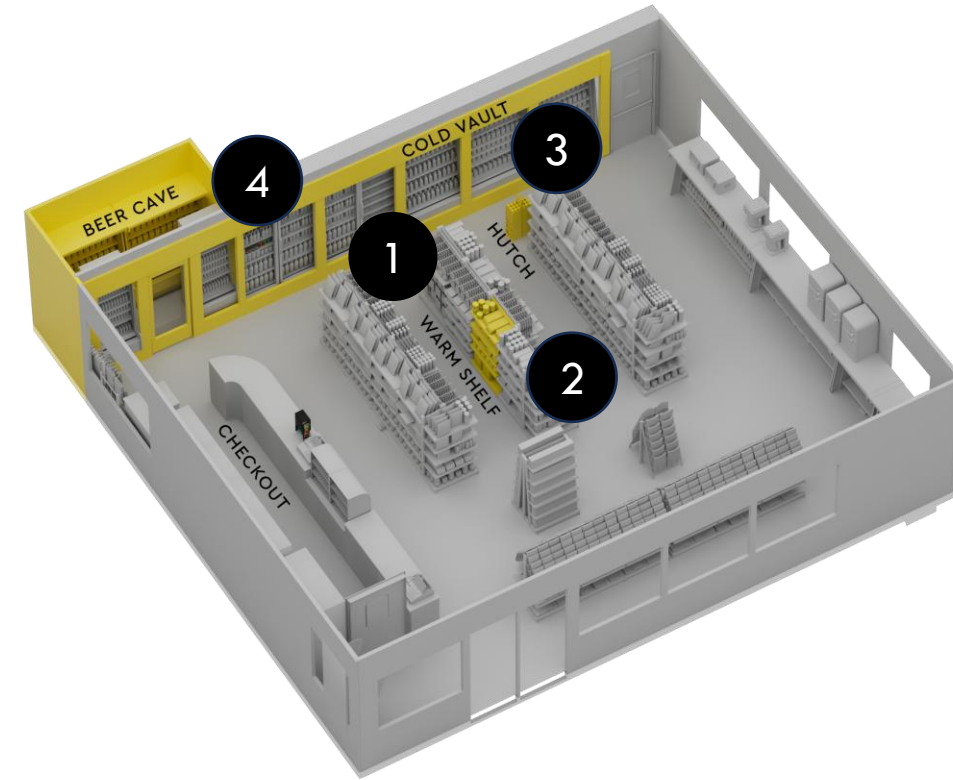
1. 2 SKUs per cold box shelf
2. Does not include Corp Brands

RETAIL SALES STANDARDS:

- **SKU Prioritization:**
 1. Bling Bling Blue Razz
 2. Spiked Strawberry
 3. Mad Margarita
 4. Whipped Orange Cream
 5. Purple Drip
 6. Jungle Juice
- **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





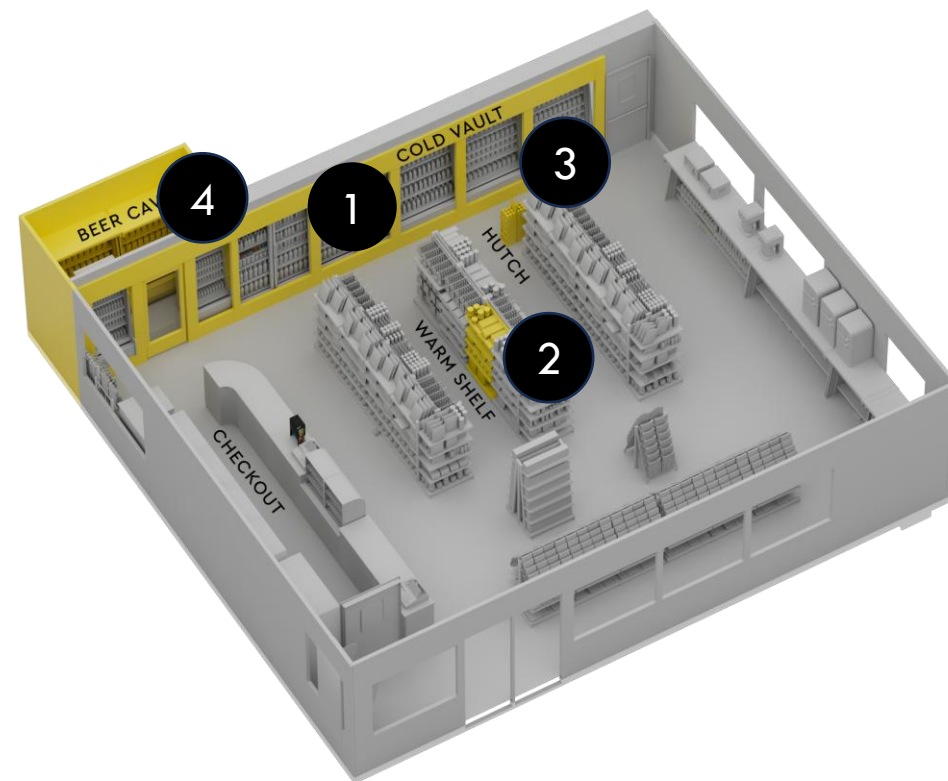
Convenience Channel Retail Standards

RETAIL SALES STANDARDS:

- **SKU Prioritization:**
 1. Hard Punch
 2. Tiger's Blood
 3. Margarita Rush
 4. Ultra Frost
 5. After Burner
- **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)



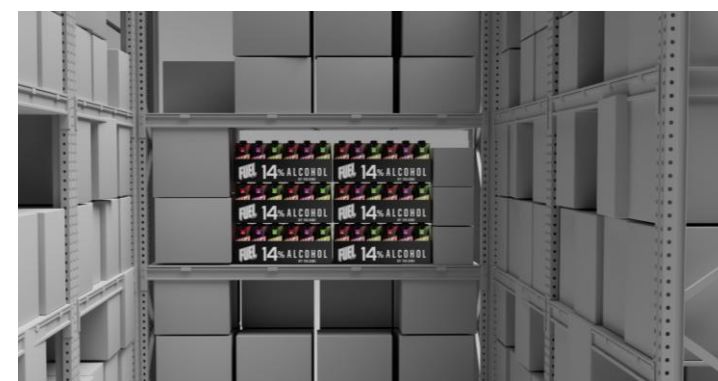
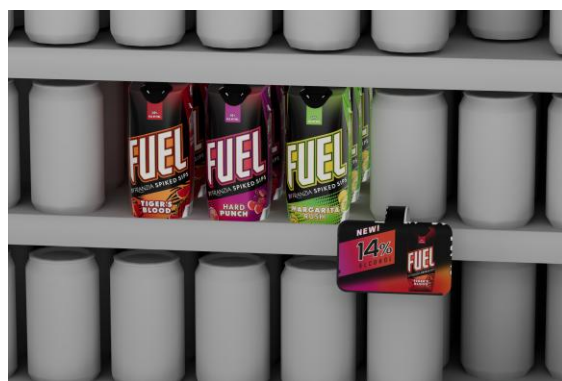
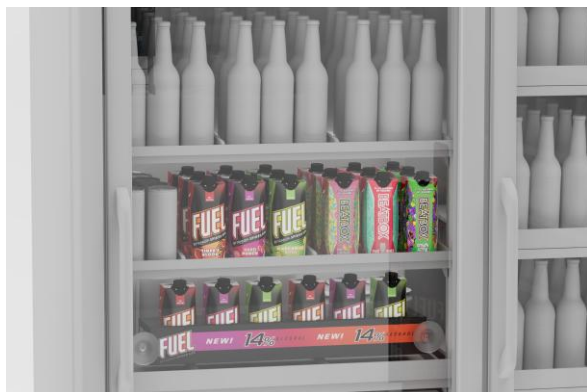
SURVEY STANDARDS:

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



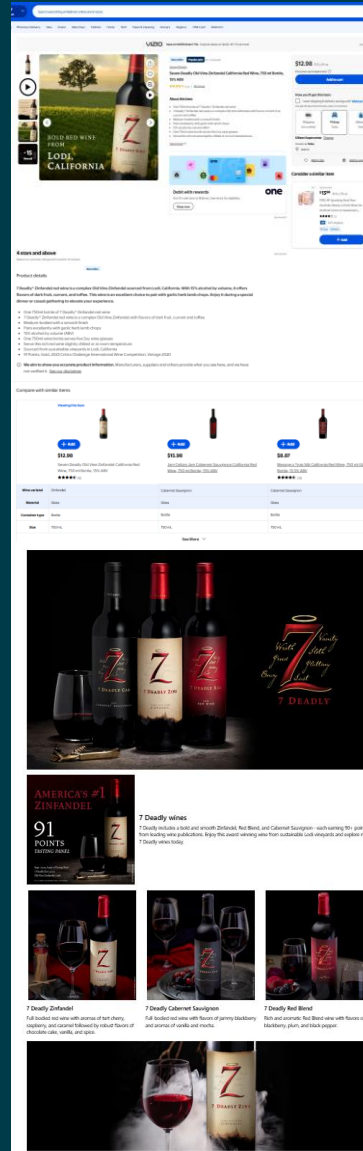
ECOMMERCE MERCHANDISING STANDARDS

(Product Detail Page Content Standards for all channels)

(Marketplace App Readiness for Indy, C-Store, ONP)

Product Detail Page (PDP) Content Standards

- Detailed eRetail Content Standards [linked here](#)
- Each site's capabilities differ (i.e. not all have video or BTF)
- Marketplace App PDPs more limited than Walmart example →
- Ideal PDP:
 - Has up-to-date packaging
 - 1st image has pack + description
 - Carousel of lifestyle images
 - Strong description + bullets
 - Video
 - Below the Fold content



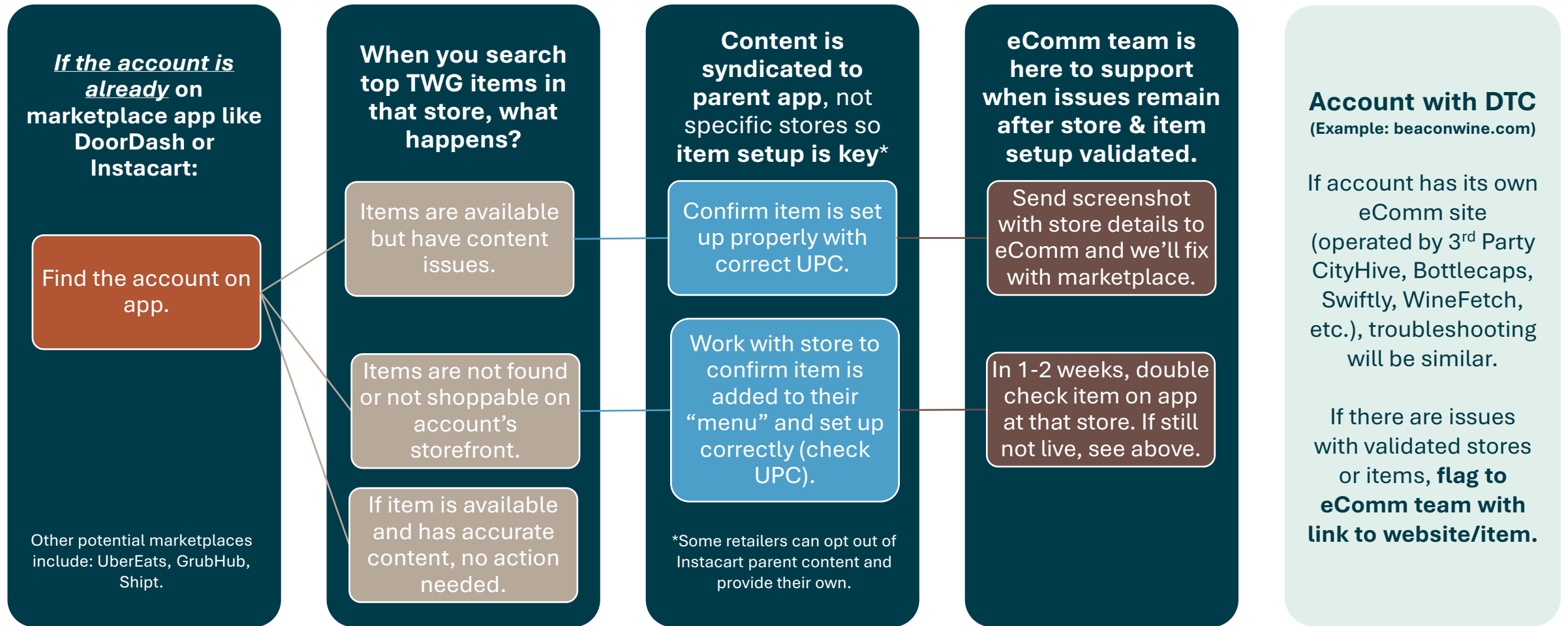
ABOVE THE FOLD (ATF)

- Product Title
- Image/video carousel
- Description + Bullets
- Price + Promotion
- Add-to-cart button

BELOW THE FOLD (BTF)

- Opportunity to highlight brand and other varietals/size offerings
- Only certain retailers support Below the Fold (BTF) content (Walmart, Albertson's, Meijer, Target, Walgreens, Whole Foods via Amazon)

Indy Retail + On-Premise eComm Marketplace App Readiness



If an account is not set up with any or all marketplaces try to understand what their barriers are.
If there is interest, they can find out more on [DoorDash](#), [Instacart](#), and [UberEats](#).

2026 Pricing Guidelines

[BrandPricingGuidelines - Power BI](#)