

Beverage Aisle Merchandising Plan

Objective

Define clear objectives for the beverage aisle, including category growth, improved traffic flow, and enhanced customer satisfaction.

Planogram Overview

Segment	Shelf Location	Key Brands	Facings
Carbonated Soft Drinks	Eye-Level	[Sample Brand A], [Sample Brand B]	5
Bottled Water	Lower Shelf	[Sample Brand C], [Sample Brand D]	4
Juices	Upper Shelf	[Sample Brand E], [Sample Brand F]	3
Energy Drinks	Checkout Area	[Sample Brand G]	2

Merchandising Principles

- Organize by product category and brand.
- Stock best-sellers at eye-level for maximum visibility.
- Face products forward and keep shelves tidy.
- Ensure price tags and promotions are visible.

Key Actions

- Weekly shelf realignment and cleaning.
- Restock fast-moving items daily.
- Monitor expiration dates.
- Update planogram quarterly.

Notes

Use this template as a guide for customizing your beverage aisle merchandising plan.