

# 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.