

# Table Program 2023

Description	BBG Item #	Nov Price	Dec Price	Jan Price	Order QTY
JIM BEAM WHITE 1.75LT	9025335	\$157.60	\$139.30	\$157.60	
JIM BEAM WHITE 750ML	9025340	\$162.22	\$153.77	\$162.22	
JIM BEAM PEACH 750ML	9370536	\$162.22	\$153.77	\$162.22	
JIM BEAM APPLE 750ML	9384924	\$162.22	\$153.77	\$162.22	
JIM BEAM HONEY 750ML	9385061	\$162.22	\$153.77	\$162.22	
JIM BEAM VANILLA 750ML	9385083	\$162.22	\$153.77	\$162.22	
JIM BEAM BLACK 750ML	9025334	\$225.03	\$201.67	\$225.03	
ON THE ROCKS COSMO 375ML	9651947	\$90.07	\$90.07	\$124.88	
ON THE ROCKS OLD FASHIONED 375ML	9651995	\$90.07	\$90.07	\$124.88	
ON THE ROCKS MARGARITA 375ML	9652108	\$90.07	\$90.07	\$124.88	
MAKERS MARK 750ML	95141	\$268.86	\$268.86	\$297.07	
MAKERS MARK 46 750ML	9109720	\$189.04	\$172.81	\$189.04	
MAKERS MARK 1.75L	95125	\$254.42	\$254.42	\$279.04	
BASIL HAYDEN 750ML	9623885	\$405.06	\$384.07	\$405.06	
BASIL HAYDEN DARK RYE 750ML	9265673	\$202.53	\$192.04	\$202.53	
HORNITOS PLATA 750ML	9026114	\$252.07	\$211.21	\$252.07	
HORNITOS REPOSADO 750ML	9026121	\$252.07	\$211.21	\$252.07	
CANADIAN CLUB 1.75L	70227	\$112.88	\$91.30	\$112.88	
PINNACLE 1.75L	9201381	\$90.10	\$76.92	\$90.10	
SAUZA SILVER 750ML	123349	\$171.03	\$153.62	\$171.03	
SAUZA GOLD 750ML	123042	\$171.03	\$153.62	\$171.03	
TWISTED TEA 750ML	9656645	\$162.07	\$134.47	\$162.07	
KNOB CREEK 750ML	9025042	\$180.03	\$172.84	\$180.03	
KNOB CREEK RYE 750ML	9676250	\$180.03	\$172.84	\$180.03	
TRULY PINEAPPLE MANGO 750ML	9636389	\$153.07	\$96.02	\$153.07	
TRULY STRAWBERRY LEMONADE 750ML	9636492	\$153.07	\$96.02	\$153.07	
TRULY PINEAPPLE WILDBERRY 750ML	9636472	\$153.07	\$96.02	\$153.07	



Store 188 Cape Girardeau



Store 82 Perryville



Store 5421 St. Peters



Store 9 Sikeston



Store 5261 Jane

Store Manager \_\_\_\_\_

Store Manager Signature \_\_\_\_\_

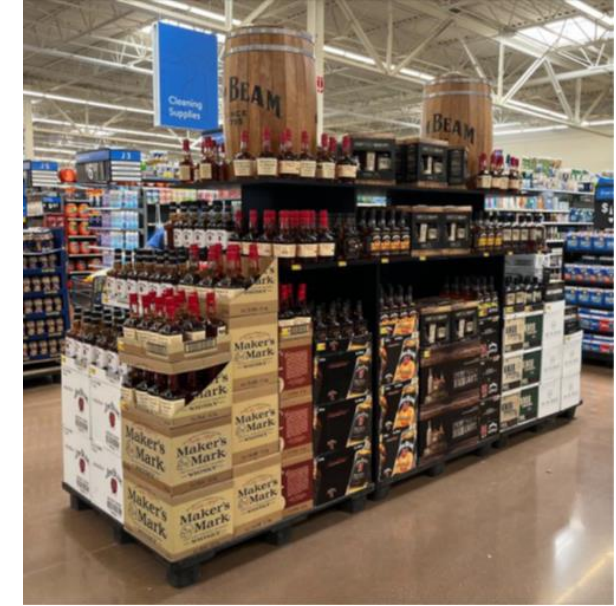
Store #/Address \_\_\_\_\_

# Table Dimensions

## DIMENSIONS

### 1 Table (50 case minimum)

- 1) Length – 48 inches long
- 2) Width – 48 inches long
- 3) Height – 60 inches

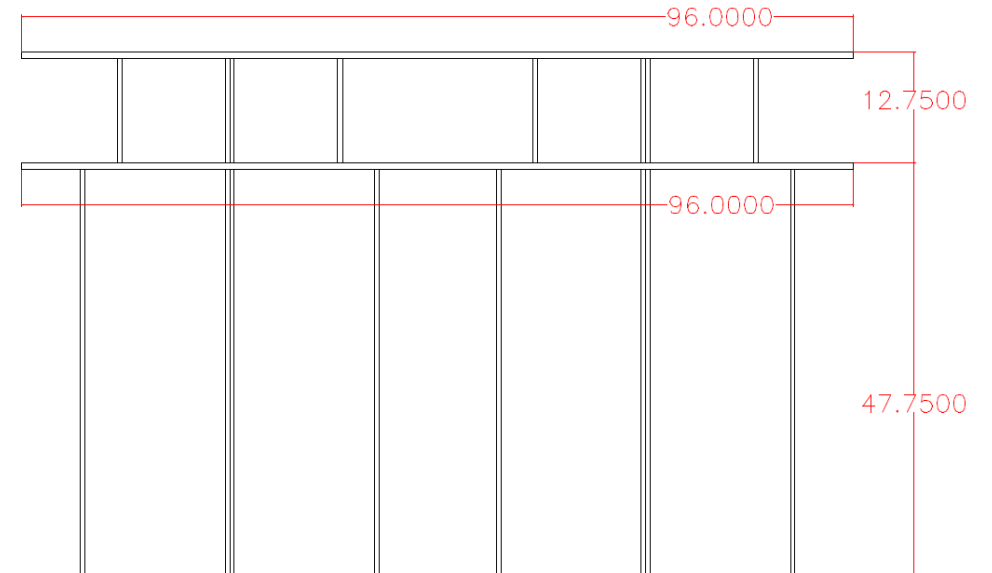


## DIMENSIONS

### 2 Tables (100 case minimum)

- 1) Length – 96 inches long
- 2) Width – 48 inches long
- 3) Height – 60 inches

**\*Two 4-foot tables combined\***



SIDE VIEW



**MORE IMAGES TO  
USE  
(OUTSTATE)**

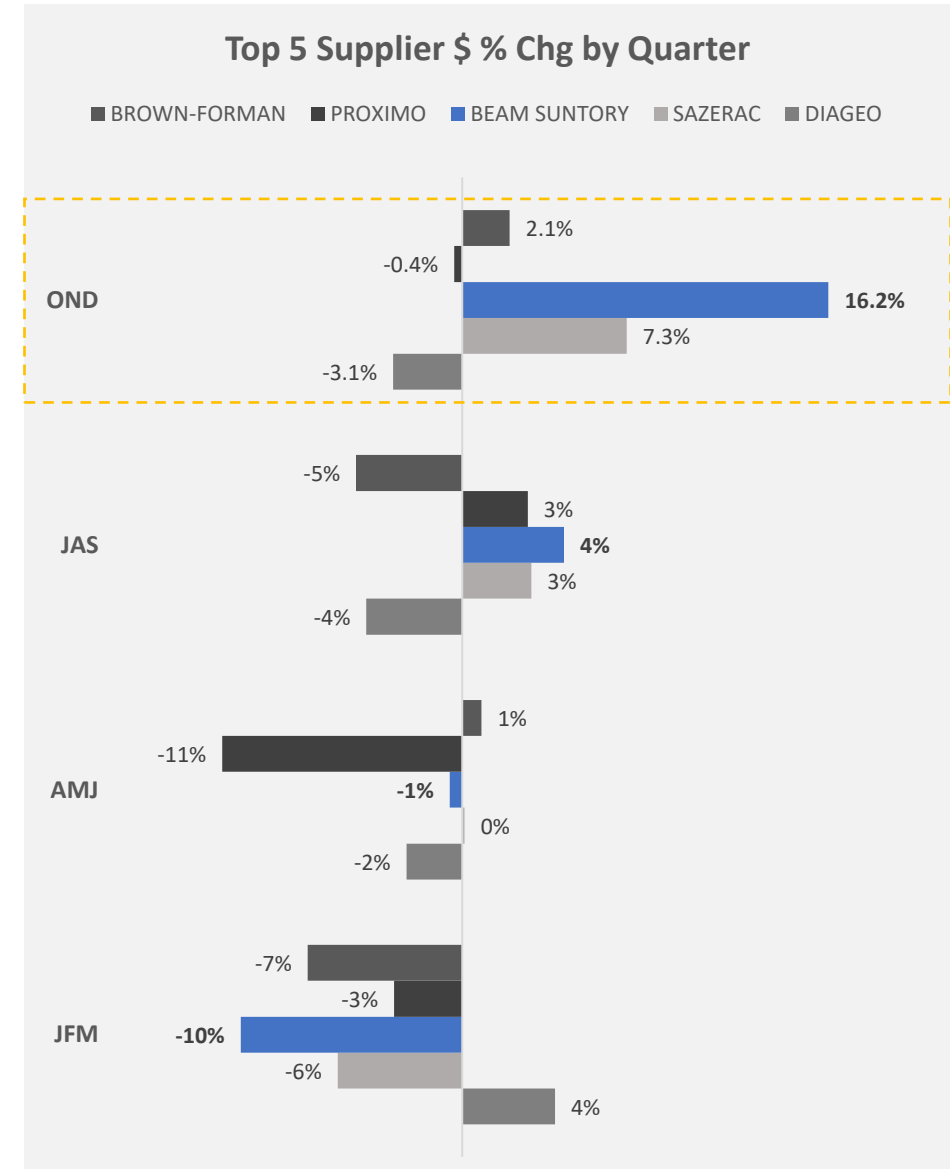
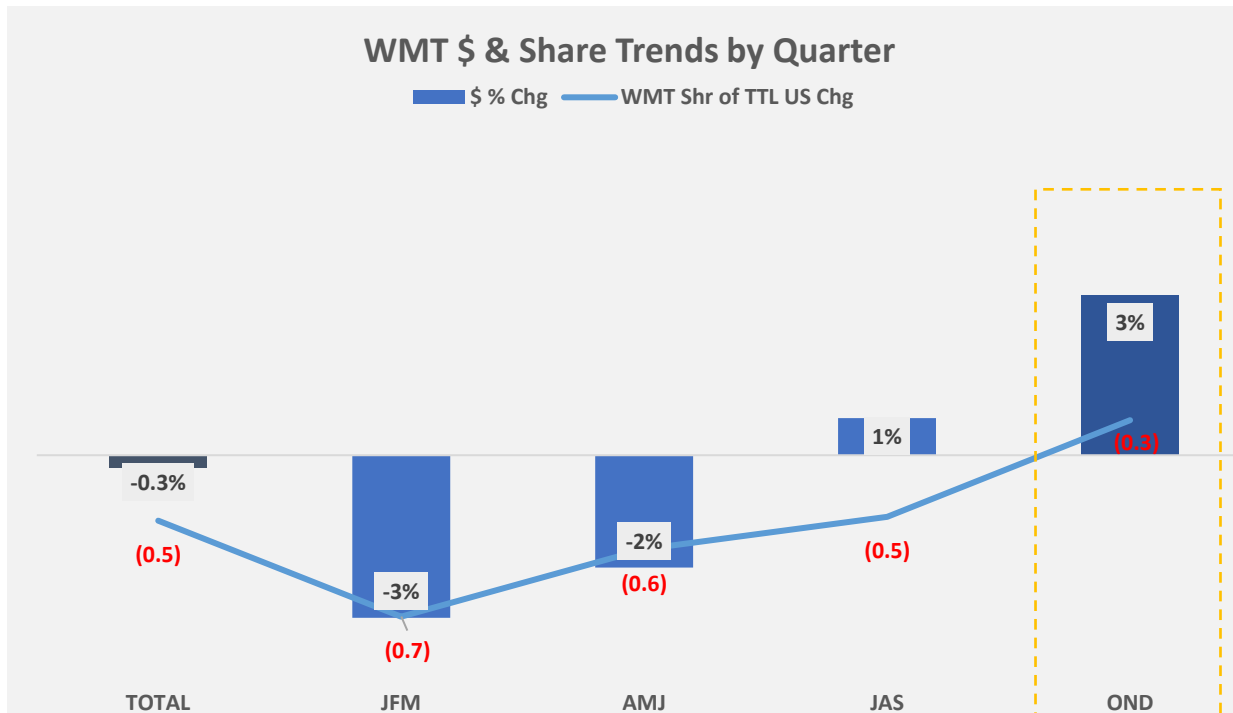
# Total Category Performance – Arizona (MO data not available yet)

Overall, the Table program helped drive growth for the category and mitigate some of the declines for WMT AZ

- During OND, WMT AZ \$ Trends and Share loss improved vs. all the other quarters
- OND saw a 3% growth and a major improvement in share loss
- FY 2022, WMT AZ was down/flat -0.3% and -0.5 shr pts
- JFM and AMJ had the deepest declines with trends improving in Sept and onward

Of the top Suppliers, BSI showed the largest growth trend from JFM to OND

- BSI share within WMT AZ grew 0.41 shr pts from JFM to OND
- Outside of Diageo, the other top suppliers improved their trends as well during OND



# What does this table program offer to Walmart?

## Why should a store manager feel compelled to try this opportunity?

### 1. PRICING

- a) First and foremost, we are offering the opportunity to buy at the proper POST months to save on our MOD items featured on this program through the Holidays.
- b) This saves Walmart money and makes them a higher margin

### 2. CREATIVITY

- a) POS can be changed out to keep the display fresh and up to date with seasonal relevancy – ***Bought from your Walmart Store!***
- b) VAPS – Perfect for Holiday/Football Season
- c) Expand our Kansas City Chiefs partnership with Jim Beam and Maker's Mark within Walmart to excite customers

### 3. BRANDS

- a) Only utilizing our MOD items that are in store and on shelf already, no bringing in Type 7 items
- b) This allows us to seamlessly sell through the product and transition back to shelf presence as the promotion ends

### 4. VISIBILITY

- a) When this program is activated getting spirits into Action Alley raises awareness of the entire category!
- b) Data from our Arizona Walmart's has shown that this activation creates traction within the store to call out all spirits

### 5. RESTOCK BENEFITS

- a) With the extra square footage on key focus brands, we can curb out of stock issues during a key focus period.
- b) We can accelerate growth on SKUs that are pulled at a high rate during the holiday season by ensuring they are never OOS