



Florida Panhandle Store Visit

Beam **SUNTORY**



Florida Walmart BSI Performance "All Stores"

Last WK	+42.8%
L4 WK	+23.7%
L13 WK	+29.3%

August 29, 2019

Store Number: 3075

City: Panama City

Store Performance

Last WK	+19.8%
L4 WK	+27.4%
L13 WK	+29.3%

Notes

- Store was out of stock on CV 750
- First store to tell us about the OOS on Jim Beam White 375ML



Store Number: 1032

City: Lynn Haven

Store Performance

Last WK	+95.2%
L4 WK	+87.7%
L13 WK	+86.5%

Notes

- Great JB display in the front of the store
- First time seeing El Tesoro Brand Blocking and it looked great
- First lock box, none of our items OOS
- Pinnacle had a display up and just received in the Football Wrap Packaging



Store Number: 818

City: Panama City Beach

Store Performance

Last WK	+12.1%
L4 WK	+7.9%
L13 WK	+10.4%

Notes

- Jim Beam Peach 50MLs were out of stock here, and found out it was an entire state issue
- Store looked amazing, the amount of beam displays were phenomenal
- Only issue is Effen being on the bottom shelf which is a drawing issue



Store Number: 3119

City: Panama City Beach

Store Performance

Last WK	+11.3%
L4 WK	+17.1%
L13 WK	+11.0%

Notes

- This store had 4 major displays up and looked great
 - JB, MM, El T., Pinnacle
- First issue of Hornitos 1.75L OOS
- El Tesoro demo was coming up Saturday, great to see cases out on the floor



Store Number: 5872

City: Santa Rosa Beach

Store Performance

Last WK	+12.4%
L4 WK	+3.3%
L13 WK	+0.5%

Notes

- This was the roughest store we saw
- Multiple pinnacle shelf locations (3) – great execution
- Not enough space, too much inventory, could barely walk through
- All suppliers, distributors and Walmart issue
- OOS of Hornitos Repo 750 – not the 1.75L like the rest of the state
 - Exotico stole spot



Store Performance

Last WK	+15.9%
L4 WK	+3.9%
L13 WK	-8.8%



Notes

- Great display space, multiple areas in the store covered by BSI
- Basil Hayden Dark Rye is something we are working to get drawn on shelf out of lock box
- JB counter display 50MLs looked great, more options ready for the state to order for Walmarts - JBV and JBA

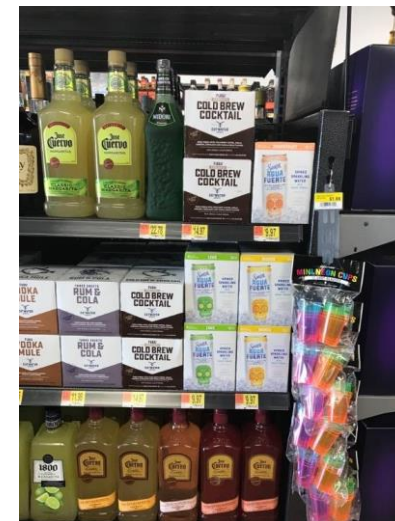
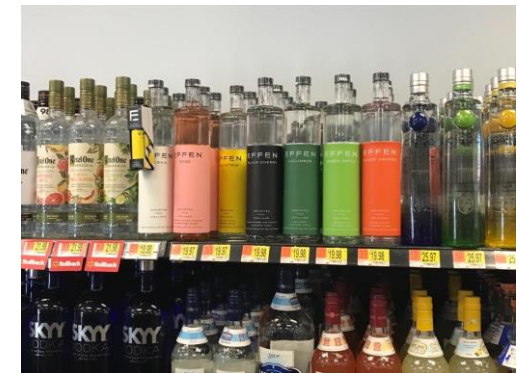


Store Performance

Last WK	+16.6%
L4 WK	+11.2%
L13 WK	+21.5%

Notes

- Store manager claimed they have been out of JB 375ML for a month
- 2 major displays
 - 4 way with pinnacle
 - JB side stack
- Effen brand block on the top shelf looks great



Store Number: 990

City: Milton

Store Performance

Last WK	+24.7%
L4 WK	+22.1%
L13 WK	+20.9%

Notes

- Jim Beam Born and Barreled Barrel looked great in store
- Cruzan brand blocking was really nice
- Pinnacle pallet display was really nice to see
- Getting CC on half of an endcap is great execution
- Hornitos 1.75 was out of Repo and Plata



Store Number: 1222

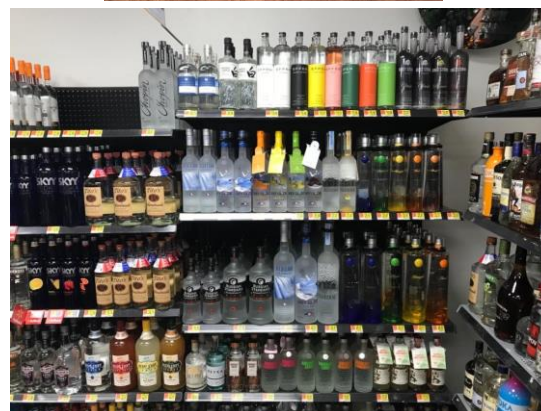
City: Pensacola

Store Performance

Last WK	+35.8%
L4 WK	+35.3%
L13 WK	+37.9%

Notes

- Very small set, not a lot of opportunity to display
- Pinnacle did take the middle of the area with a side stack
- Agua Fuerte was in 2 spaces in the store including the image shown at front of store, lots of inventory

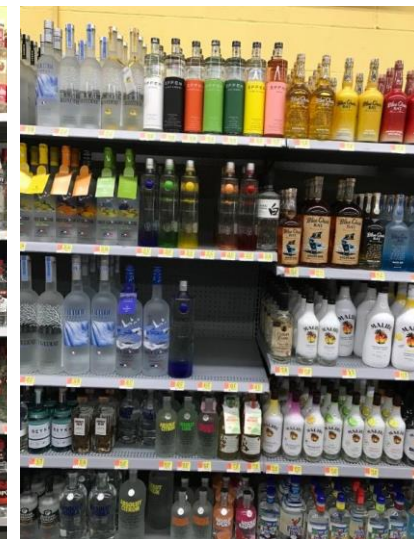
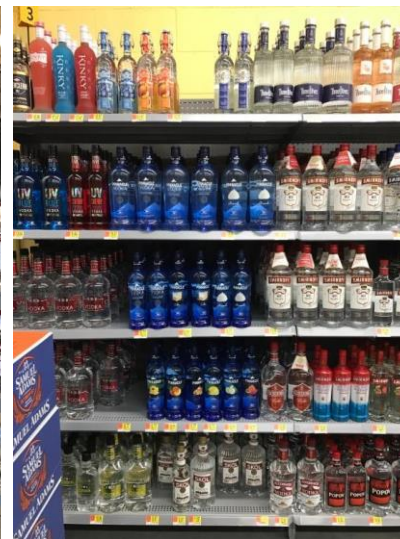
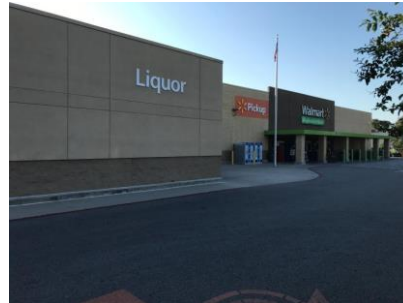


Store Performance

Last WK	+9.2%
L4 WK	+14.3%
L13 WK	+18.4%

Notes

- Really cool picture of the 2 beam displays in one shot! Impressive showing!
- The store still has one whiskies of the season VAP, selling at regular price
- Sauza cart, still in store which can be used we should fill it up with hornitos/sauza

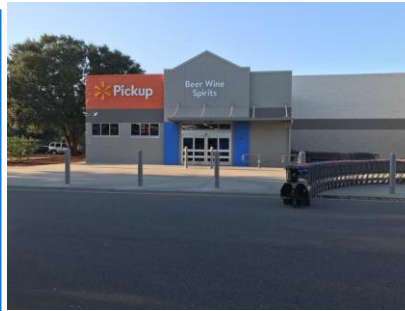


Store Number: 1224

City: Pensacola

Store Performance

Last WK	+6.6%
L4 WK	+2.5%
L13 WK	+10.1%



Notes

- JB Born and Barreled display looked great with the 1.75L
- Knob Creek brand blocking with all flavors stood out very well
- KC 1.75L has helped drive sales vs LY (KC Family up over 100% L4 WKs)

