

HALLOWEEN



STORE SALES PLANNER

9/8 – 10/31/2026

ADULT BEVERAGE DISPLAYS

ACTION DATE: 9/8 – 10/31/2026

1. Ensure all DSD displays are properly priced.
2. Signs will be provided from your DSD vendor or can be printed from the Documents section in OpsCenter.
 - Documents > Family Dollar > Pricing > Customizable Pricing Sign Templates.
3. For the most current merchandising guidance, refer to the DSD Playbook in OpsCenter by going to the Sales Planner Dashboard.

Mandatory Beer Displays

Priority #1



- Modelo, Corona, Miller Lite, Coors Light, Keystone Light, Natural Light, Budweiser, Bud Light, Michelob Ultra
- EDLP
- Load the Lobby

Verified by: _____ Date: _____

Mandatory Wine Displays

Priority #1

Priority #2



- Barefoot and/or Carlo Rossi 750ml bottles
- Two racks for top selling stores only
- EDLP
- Price will vary by market



- Andre Sparkling Wine 750ml Bottles
- EDLP

Verified by: _____ Date: _____

Reminder:

1. Avoid placement of Alcoholic Beverages next to Toys or other under age specific Seasonal products!
2. To order WE ID Signage, email schematics@familydollar.com.
3. 100% Compliance, 100% Age Verification

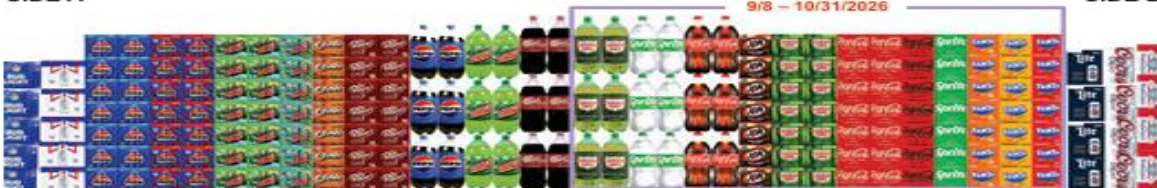


LOAD THE LOBBY

ACTION DATE: 9/8 – 10/4/2026

Large Version

SIDE A



SIDE B

Verified by: _____ Date: _____

Load the Lobby Best Practices:

1. The 2-liter product in the middle section of the Lobby Display will remain set as the go-forward strategy until communicated otherwise.
 - In some stores, Mountain Dew 2-liters will replace Pepsi 2-liters.
2. The DSD vendors should monitor the space and only load in product based off the new inventory levels.
 - Ensure your DSD vendors do not stack Lobby Display product higher than what's shown above.
3. Vendors should only set approved displays as shown in the Sales Planner.
 - Partner with your DSD Representative to remove old displays.



Direct Mail & Digital Circulars

These Promotion features run 8/30-10/3

Promo – Adult Beverage (8/30-9/8)

\$9.95 Sale! SC Budweiser, Bud Light, Coors Banquet, Coors Light, or Miller Lite Cans 12 oz., 12 pk. <i>Beer available and prices valid in SC.</i>  <i>Beer available and prices valid in SC.</i>	\$11.95 Sale! MS Michelob Ultra Cans or Bottles 12 oz., 12 pk. <i>Beer available and prices valid in MS.</i>  <i>Beer available and prices valid in MS.</i>	\$10.95 Sale! MS Budweiser, Bud Light, Coors Banquet, Coors Light, or Miller Lite Cans 12 oz., 12 pk. <i>Beer available and prices valid in MS.</i>  <i>Beer available and prices valid in MS.</i>
\$9.95 Sale! FL Keystone Light, Natural Ice, or Natural Light Cans 12 oz., 15 pk. <i>Beer available and prices valid in FL.</i>  <i>Beer available and prices valid in FL.</i>	\$10.95 Sale! VA Keystone Light, Natural Ice, or Natural Light Cans 12 oz., 15 pk. <i>Beer available and prices valid in VA.</i>  <i>Beer available and prices valid in VA.</i>	\$7.95 Sale! NC Busch, Busch Light, Natural Light, or Miller High Life Bottles or Cans 12 oz., 12 pk., or Keystone Light, Natural Light, Natural Ice, or Milwaukee's Best Light or Ice Cans 12 oz., 15 pk. <i>Beer available and prices valid in NC.</i>  <i>Beer available and prices valid in NC.</i>
\$8.95 Sale! MI Keystone Light or Ice, Natural Light or Ice, or Milwaukee's Best Light or Ice Cans 12 oz., 15 pk. <i>Beer available and prices valid in MI.</i>  <i>Beer available and prices valid in MI.</i>	\$10.95 Sale! TX Budweiser, Bud Light, Coors Banquet, Coors Light, or Miller Lite Cans 12 oz., 12 pk. <i>Beer available and prices valid in TX.</i>  <i>Beer available and prices valid in TX.</i>	

*All promotion are subject to change

Proprietary and Confidential – Authorized Users Only

Promo – Adult Beverage (9/8-10/3)

\$9.95 Sale! FL Keystone Light, Natural Ice, or Natural Light Cans 12 oz., 15 pk. <i>Beer available and prices valid in FL.</i>  <i>Beer available and prices valid in FL.</i>	2/\$7 Sale! FL Carlo Rossi Wine 750 ml <i>Must buy 2 Wine available and prices valid in FL.</i>  <i>Must buy 2 Wine available and prices valid in FL.</i>	\$10.95 Sale! TX Budweiser, Bud Light, Coors Banquet, Coors Light, or Miller Lite Cans 12 oz., 12 pk. <i>Beer available and prices valid in TX.</i>  <i>Beer available and prices valid in TX.</i>	2/\$7 Sale! TX Carlo Rossi Wine 750 ml <i>Must buy 2 Wine available and prices valid in TX.</i>  <i>Must buy 2 Wine available and prices valid in TX.</i>
\$2 OFF Sale! AZ Coors Banquet, Coors Light, or Miller Lite Cans 12 oz., 12 pk. <i>Beer available and prices valid in AZ.</i>  <i>Beer available and prices valid in AZ.</i>	2/\$7 Sale! AZ Carlo Rossi Wine 750 ml <i>Must buy 2 Wine available and prices valid in AZ.</i>  <i>Must buy 2 Wine available and prices valid in AZ.</i>	\$11.95 Sale! MS Michelob Ultra Cans or Bottles 12 oz., 12 pk. <i>Beer available and prices valid in MS.</i>  <i>Beer available and prices valid in MS.</i>	\$7.95 Sale! NC Busch, Busch Light, Natural Light, or Miller High Life Bottles or Cans 12 oz., 12 pk., or Keystone Light, Natural Light, Natural Ice, or Milwaukee's Best Light or Ice Cans 12 oz., 15 pk. <i>Beer available and prices valid in NC.</i>  <i>Beer available and prices valid in NC.</i>
\$10.95 Sale! VA Keystone Light, Natural Ice, or Natural Light Cans 12 oz., 15 pk. <i>Beer available and prices valid in VA.</i>  <i>Beer available and prices valid in VA.</i>	\$8.95 Sale! MI Keystone Light or Ice, Natural Light or Ice, or Milwaukee's Best Light or Ice Cans 12 oz., 15 pk. <i>Beer available and prices valid in MI.</i>  <i>Beer available and prices valid in MI.</i>	\$9.95 Sale! SC Budweiser, Bud Light, Coors Banquet, Coors Light, or Miller Lite Cans 12 oz., 12 pk. <i>Beer available and prices valid in SC.</i>  <i>Beer available and prices valid in SC.</i>	2/\$7 Sale! LA Carlo Rossi Wine 750 ml <i>Must buy 2 Wine available and prices valid in LA.</i>  <i>Must buy 2 Wine available and prices valid in LA.</i>
2/\$8 Sale! ID Carlo Rossi Wine 750 ml <i>Must buy 2 Wine available and prices valid in ID.</i>  <i>Must buy 2 Wine available and prices valid in ID.</i>			

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Direct Mail & Digital Circulars

These promotions & EDLP features run 8/30 – 10/3



SKU	2602130 MODELO CANS 12FL OZ 12PK	2699692 MODELO ORO 12OZ 12PK CAN	2602131 MODELO BOTTLES 12FL OZ 12PK
STATE	Every Day Low Price		
AL	\$ 16.55		\$ 16.55
AR	\$ 16.55		\$ 17.55
AZ	\$ 16.55		\$ 17.55
CA	\$ 14.95	\$ 14.95	\$ 15.55
CO	\$ 15.95	\$ 15.95	\$ 16.95
FL	\$ 16.95		\$ 17.95
GA	\$ 14.95		\$ 15.95
IA	\$ 15.95	\$ 15.95	\$ 16.55
ID	\$ 15.55		\$ 16.55
IL	\$ 14.95		\$ 15.55
IN	\$ 18.95		\$ 18.95
KS	\$ 14.55	\$ 14.55	\$ 15.55
KY	\$ 16.55		\$ 17.55
LA	\$ 15.95	\$ 15.95	\$ 16.95
ME	\$ 14.55		\$ 15.55
MI	\$ 16.55		\$ 16.95
MN	\$ 14.95		\$ 15.95
MO	\$ 13.95		\$ 14.95
MS	\$ 13.55	\$ 13.55	\$ 14.55
MT	\$ 13.95	\$ 13.95	\$ 16.95
NC	\$ 16.55		\$ 17.55
NE	\$ 15.55	\$ 15.55	\$ 16.55
NH	\$ 13.95		\$ 16.55
NV	\$ 14.95		\$ 15.95
NY	\$ 16.95		\$ 17.55
OH	\$ 17.95		\$ 19.95
OK	\$ 15.95		\$ 17.55
OR	\$ 16.95	\$ 16.95	\$ 17.95
SC	\$ 16.55	\$ 16.55	\$ 17.55
SD	\$ 14.55	\$ 14.55	\$ 15.95
TN	\$ 17.95	\$ 17.95	\$ 19.55
TX	\$ 16.55	\$ 16.55	\$ 17.55
UT	\$ 16.55	\$ 16.55	\$ 17.55
VA	\$ 15.95		\$ 17.55
VT	\$ 12.95		\$ 14.95
WA	\$ 16.55		\$ 17.55
WI	\$ 13.95		\$ 14.95
WV	\$ 14.95	\$ 14.95	\$ 16.55



DSD Playbook

Floor Displays – What does great look like?

- Displays should be set where visible from register near front door
- Stack beer with lobby displays and cross merchandise for additional sales
- Ensure Stacks are a minimum of 5-8 units high
- Pricing signs should always be on the display, visible to customers
- Ensure Cooler's are full, pull from floor Stacks as coolers sell down
- If Stack get below 4 units per stack, open Tactiq / DSD ticket for service
- If floor space is limited, set displays on endcap near front of store or by beer coolers
- **Please avoid setting up near Children specific merchandise like Toys**



Front View



Left View



Right View

Reminder

Avoid placement of Alcoholic Beverages next to Toys or other under age specific Seasonal products!

To order this sign email
schematics@familydollar.com

100% Compliance, 100% Age
Verification

All Customers

We Scan IDs

**We
Card**

LAW PROHIBITS TOBACCO & VAPOR SALES TO UNDER AGE 21.

Please Have ID Ready

Adult Beverage Playbook

Guaranteed to score more sales in the beer and wine categories for your store!

BEER & WINE Door Clings, Yard Signs, & Toppers

- The below signage can be order through schematics@familydollar.com to advertise that your stores have beer and wine.
- Please make sure that you can have these signs outside of your store before placing them initially. Reorder as needed to replace from daily wear or damage.

**BEER
& WINE**
NOW AVAILABLE

FAMILY DOLLAR

BEER **NOW
AVAILABLE**
FAMILY DOLLAR

BEER & WINE
NOW AVAILABLE **FAMILY DOLLAR**

Mandatory Load the Lobby Display



Front View



Left View



Right View