

BEER: ABOVE BLACK RACKING SIGNAGE

Signage should call out an item w/ retail that is located on the rack below it.
Signage placement on each rack should allow for double stacking on top shelf if planogram calls for it.
If sign cannot be placed with double stacking on top shelf then sign does not get placed & doesn't count.
Callouts below are per wholesaler & not necessarily brand specific.

Ex) AB Wholesaler, Mcoors Wholesaler, Constellation Wholesaler, etc.
Additional racks beyond a qty of 8 would continue to rotate bewtween AB & MC.
Signs half the width of the rack are acceptable and in cases where there are 2 MC houses delivering product (1 with Miller and 1 with Coors) they will split the rack designated for
Wholesalers can coordinate which racks get which signs if they agree (i.e. Imports before Premiums, so sign for Corona/Model should go above the first rack instead of AB produc
If any disputes and wholesalers can't agree on sign placement then placement defaults to the below and will be used to resolve ALL issues.

1 rack	AB							
2 rack	AB	MC						
3 rack	AB	MC	CONSTELL ATION					
4 rack	AB	MC	CONSTELL ATION	AB				
5 rack	AB	MC	CONSTELL ATION	AB	MC			
6 rack	AB	MC	CONSTELL ATION	AB	MC	AB		
7 rack	AB	MC	CONSTELL ATION	AB	MC	AB	MC	
8 rack	AB	MC	CONSTELL ATION	AB	MC	AB	MC	AB