

# Beverage Merchandising Update



## Kraken Pole Topper

Proximo partnered with Main St. to design and execute an impactful display that would build brand awareness, and draw consumers into the legendary brand. Main St. strategically highlighted Kraken's story of a ship carrying spiced rum that was attacked and destroyed by a monstrous beast. It produced a 360° multi-layer display that was built around a single bottle of dark spiced rum, which rested on a treasure chest in the middle of the Krakens' massive limbs. Various layers were used to create depth, while motion censored lights and sounds were added to engage different senses as consumers walked by. For more information, contact Main St. Group, 640 Main St., Woodstock, ON N4S 8Y5; [www.mainst-group.com](http://www.mainst-group.com).



## Starbucks Refrigerated Display

Cool Display Solutions offers a complete line of promotional refrigerated displays that allow clients to effectively launch and promote refrigerated products. Its line-up features both permanent and semi-permanent units. The semi-permanent units are extremely durable and are manufactured using environmentally friendly recycled corrugate and U.V. biodegradable inks. The permanent AVO line is constructed of metal and glass with an easy to use and interchangeable graphics system. For more information, contact Cool Display Solutions, 3179 Mainway, Burlington, ON Canada L7M 1A6 [www.cooldisplaysolutions.com](http://www.cooldisplaysolutions.com).



## Bevy-Rail™ Bottle Merchandising System

The Bevy-Rail™ 2-Liter Bottle Merchandising System from siffiron, provides a simple, gravity-feed way to organize product, restock, and improve product presentation and accessibility. The Bevy-Rail installs into standard retail gondolas. Each bottle hangs from the unique, U-Turn frame that keeps each bottle in its place and faced to the front of the display. The U-Turn design aids in first-in, first-out product rotation to reduce product shrink due to expiration. For more information, contact siffiron, 8181 Darrow Road, Twinsburg, OH 44087; [www.siffiron.com](http://www.siffiron.com).



## Splendor By HEALTH20 Wire Display

The Ecuadorian-sourced water company, Splendor By HEALTH20, was looking to segway into the US. It was looking for a free-standing merchandiser to introduce their product in secondary placement zones within retail locations. Midway Displays' compact retail display, designed to house their 1-liter and 750mL beverage offerings, was the perfect fit. The sturdy design of the gravity-fed shelves protects the glass bottles while presenting their products front and forward. This narrow design houses 48 bottles of product while maintaining a small footprint. For more information, contact Midway Displays, 6554 S. Austin Avenue, Bedford Park, IL 60638; [www.midwaydisplays.com](http://www.midwaydisplays.com).



## Trion's® ZipTrack Merchandising System

Trion's® ZipTrack® Merchandising System is a shelf-based pusher system designed to handle the fast-paced beverage game and ensure your next facing is front and center for your next customer. Each lane is adjustable from 2" to 3.75" to best suit each unique facing, eliminating the fuss of 'one size (doesn't) fit most' systems. Optional lane extenders may be attached, making ZipTrack an ideal solution for storewide deployment. ZipTrack's auto-feed spring eliminates the need for gravity-feed systems and eliminates the risk of tip-over. Because ZipTrack is mounted to a continuous front rail, a break in-between gondolas can no longer be seen and ZipTrack can be mounted across shelves for a continuous run of facings. For more information, contact Trion Industries, 297 Laird St., Wilkes-Barre, PA 18702; [www.triononline.com](http://www.triononline.com).



**Ketel One Vodka LED Back Bar Bottle Glorifier**  
Diageo is using this Ketel One Vodka Back Bar Bottle Glorifier to attract attention at on-premise locations. The durable display is constructed of perforated metal and is powered by UL adapter. This display was created by Focus Display Group, 11956 Bernardo Plaza Drive, San Diego, CA 92128; [www.focusdisplay.com](http://www.focusdisplay.com).



## Cazadores Rack & A-Frame

Heritage Sign and Display created this Cazadores A-Frame Chalkboard and a corresponding display rack. Each unit is placed in a different location which allows for more brand visibility while the consumer is shopping. Both the rack and a-frame are constructed of wood and/or MDF and decorated with 4CP high resolution digital printing. For more information, contact Heritage Sign & Display, 344 Industrial Dr., Nesquehoning, PA 18240; [www.popsigns.com](http://www.popsigns.com).



## Woodford Reserve Permanent Display

Woodford Reserve is using this wood, permanent display to create a prestigious in-store environment for its Woodford Reserve Barrel Finish bourbon. The rich wood finish highlights the rich quality of the product. This display was created by Dunning Displays, 5 Dunning Lane, North Walpole, NH 03609; [www.dunningdisplays.com](http://www.dunningdisplays.com).