

2006

# MAXIMIZE SALES THIS HOLIDAY SEASON

Our 2006 Holiday Buying Guide Gives You an Inside Look into the Hottest Items and Gift Packs Available This Year

Photographs by Samuel Bristow

The season is upon us and suppliers are busy unveiling their new and creative holiday packaging and gifts. You already know that the upcoming months will show an increase in your store's revenues, but to make certain that you maximize every opportunity for sales, it is important that you select the right holiday packs, provide helpful and friendly service to your customers, and make your store's environment festive for the holidays. Placing value-added gift packs in your store is a great way to kill two birds with one stone. It's an effortless way to decorate for the holidays and it allows customers to purchase gifts without worrying about wrapping paper.

Correctly displaying your gift packs and trade-up items is crucial: Too much clutter could

be overwhelming to your customers but the right eye-catching display will provide additional sales and impulse buys.

Premiums still offer the biggest opportunities this year, particularly as the trend toward trade-up still dominates consumer behavior. No matter what type of store you operate or what type of neighborhood you serve, this is the time to display premium items in prominent positions in the front of your store.

Suppliers have answered the call this year with a multitude of high-end, value-added and attractive gift packs. Just hitting stores now, they offer "affordable luxuries" for your customers and allow you to transform your store into a holiday buying center. Happy selling!

While the items shown here may or may not be available in your area, please check with your local supplier or wholesaler sales representative to find out.



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## 2006 HOLIDAY BUYING GUIDE

**1 Gosling's Black Seal Rum** gift pack comes with a container of Hot Toddy mix. Make a traditional Hot Buttered Rum Toddy and make any day feel like a holiday. **2** Offered by **GranGala** this season is a colorful trio containing a 375 ml bottle of GranGala Triple Orange Liqueur with two elegant hand-blown cocktail glasses decked out in their signature orange swirls. **3 Boru Vodka** enters the holiday season in a handsome royal blue and silver box with an Iceless Chiller branded with the Boru sword and shield logo. It is designed to keep the spirit perfectly chilled until ready to serve. **4** This year **Rhum Barbancourt** offers a bottle of its Réserve Spéciale, dark rum aged 8 years, with two complimentary third edition Artist Series cocktail glasses featuring authentic Haitian artwork. **5** Choose the holiday gift for vodka connoisseurs. The **XO Vodka** gift pack comes complete with a 750 ml individually numbered bottle and a stylish blue-stem Martini glass. **6** This holiday season **Johnnie Walker Blue Label** is presented in a handsome blue leather attaché box. Perfect for the most discerning person on your holiday list. **7 Milagro Tequila** offers their 100 percent agave Silver tequila for the holidays with two striking, Milagro-branded shot glasses. Nothing says "Feliz Navidad" like Milagro. **8** Absolut Spirits Company has designed a striking striped gift box to house their **Absolut Apeach** peach flavored vodka. No wrapping paper needed!



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