**Cheers Liquor Mart**  
**Case Stacking Guidelines**

**Purpose:**

Well-stacked displays attract customers, increase sales, and keep the store looking professional. Proper stacking ensures safety, prevents waste, and helps maintain a great shopping experience.

**Acceptable Case Stacks:**

* Stacks of **5, 4, 3, or 2 cases per row**.
* Stacks of **4, 3, or 2 cases per row**.

**Unacceptable Case Stacks:**

* Stacks with **4 or 2 cases in a row** (unless specified otherwise).
* Stacks arranged as **3/2**.  
  (*Some minor exceptions may apply.*)

**Important Stacking Rules:**

* **Do not shrink stacks** by disposing of empty cases.
* **Keep empty boxes** and turn them upside down to maintain stack height.
* **A two-case stack is not an appropriate display.**
* **Cases should be stacked properly to enhance visibility rather than for storage.**

**REMEMBER:**

*A well-stocked, attractive display keeps customers coming back and drives sales, which keeps the store running smoothly and benefits the entire team.*

**STACK IT HIGH AND WATCH IT FLY!**