



MW8.29
Merchandising Guide
August 29, 2019



POP KIT CHECK LIST

Please display merchandising night of August 28 unless noted differently below.

- **Window Poster:**
Farmhouse Sandwich
- **Window Poster:**
Hot Pastrami Sandwich
- **Promo Menu Banner:**
Farmhouse Sandwich
- **Promo Menu Banner:**
Hot Pastrami Sandwich
- **Promo Menu Banner:**
Pumpkin Coffee, Bagel, Cream Cheese
- **Lollipop Poster**
Farmhouse Sandwich
- **Lollipop Poster**
Hot Pastrami Sandwich
- **Sneezeguard Cling:**
Rewards Program
- **Catering Wall Frame Poster**
(vertical/horizontal):
Fall Version
- **Bagel Rack Sign:**
Pumpkin
- **Cream Cheese Case Card:**
Pumpkin
- **Airpot Labels:**
Pumpkin Spice
Iced Pumpkin Spice

In-Bakery POP:

- **Full New Menu Banner Set**
- **Bagel Rack Signs**
- **Airpot Labels**
- **Chips Tags**
- **Cookie Tags**
- **Marshmallow Treats Tags**
- **Muffin Tags**
- **Beverage Case Cards**
- **Creamer Labels**
- **Tuna allergy sneezeguard cling**
- **Egg allergy sneezeguard cling**
- **Nut allergy sneezeguard cling**
- **Tips tags**
- **Brew for the Crew sign**
- **Donation sign**
- **Sampling sign**
- **Salmon color sign**
- **Soup panels sign**
(style varies by bakery)
- **Clips for tags**
- **Takeaway Menus**
- **Catering Menus**

Please display from August 26-September 2:

- **Labor Day Hours Sign**

Please display from September 16-October 6:

- **Counter Card Easel:**
Tailgating Sweepstakes
High Holy Days

Please display from September 27-October 2:

- **High Holy Days Hours Sign**
(as applicable for extended hours)

Additional items in kit:

- **Pack of Rewards Program fliers**
- **Pack of Be My Guest cards**
- **Pack of LBM coupons**
(select franchisee locations only)
- **Pack of OJ labels** (select bakeries only)
- **Build Charts**
- **Shelf Life Chart**
- **Catering Recipe Cards**
- **Prep Person Observation Assessment Form**
- **Prep Person Training Activity Tracker**
- **Prep Person Role-Based Training Trainer's Guide**

POP KIT CONTACT

For tracking, missing or damaged items, or re-orders, please email:
orders@brueggers.com



1 Window Poster:
Farmhouse Sandwich

2 Window Poster:
Hot Pastrami Sandwich

3 Drive Thru
(if applicable):
Farmhouse Sandwich





Tailgating and High Holy Days counter card easels should be displayed from September 16 – October 6

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|--|--|--|--|
| <p>1 Menu Banners:
New bakery pricing banners</p> <p>2 Promo Menu Banner:
Farmhouse Sandwich</p> <p>3 Promo Menu Banner:
Hot Pastrami Sandwich</p> <p>4 Promo Menu Banner:
Pumpkin Coffee, Bagel, Cream Cheese</p> | <p>5 Lollipop Frame Topper:
Rewards Program Promotion</p> <p>6 Lollipop Poster:
Farmhouse Sandwich</p> <p>7 Lollipop Poster:
Hot Pastrami Sandwich Offer</p> <p>8 Sneezeguard Cling:
Rewards Program</p> | <p>9 Bagel Rack Sign:
Pumpkin</p> <p>10 Airpot Labels:
Pumpkin Spice and Iced Pumpkin Spice</p> <p>11 Cream Cheese Case Cards:
Pumpkin</p> <p>12 Counter Card Easel:
Tailgating and High Holy Days</p> | <p>13 Register Wobblers:
Rewards Program</p> <p>14 Wall Frame Poster:
Catering Fall Version</p> <p>15 Vertical Banners:
Catering Fall Version</p> |
|--|--|--|--|



Point of Order

Point of Pay



Note: Please make sure that all banners are hanging straight.

1 Promo Menu Banner:
Farmhouse Sandwich

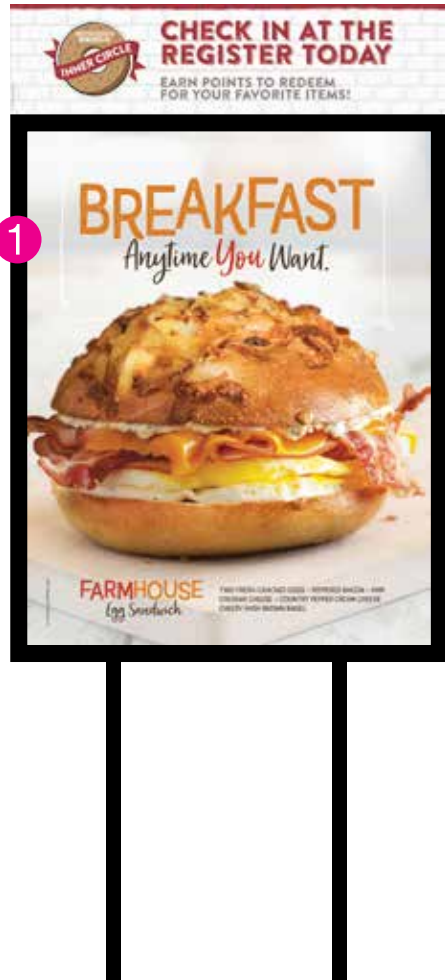
2 Promo Menu Banner:
Hot Pastrami Sandwich

3 Promo Menu Banner:
Pumpkin Coffee, Bagel, Cream Cheese



6

MW8.29 Merchandising Guide Interior Layout



3 Horizontal or Vertical Placement



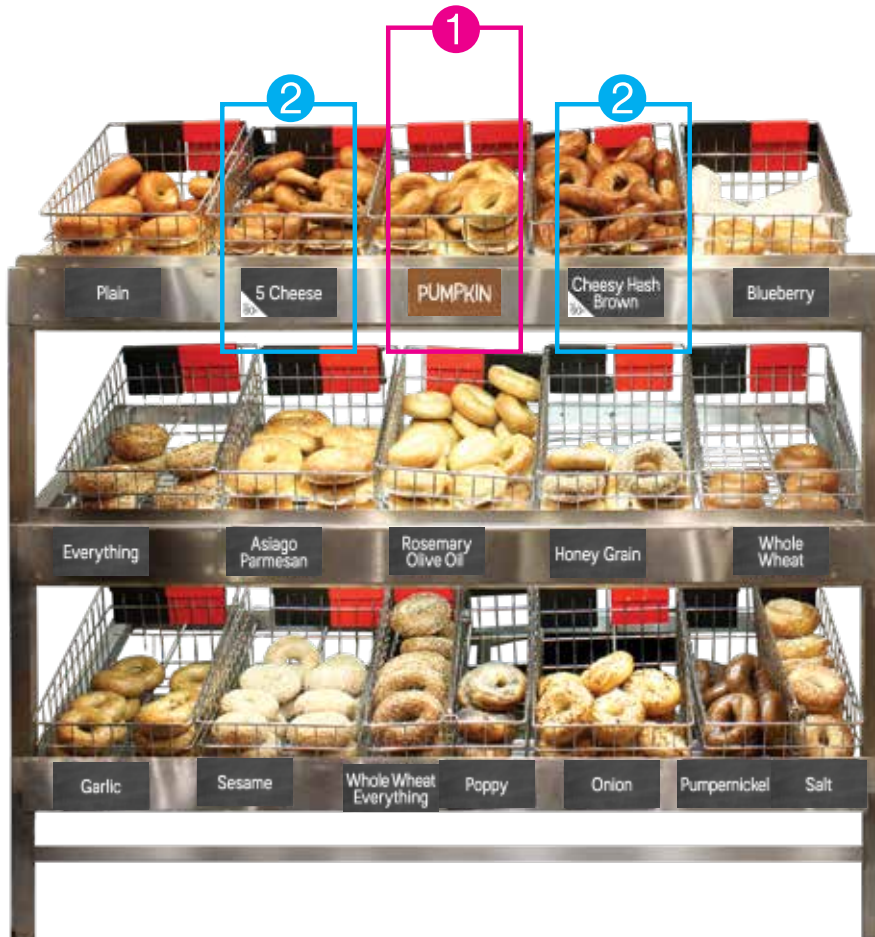
1 Lollipop and Topper
Farmhouse Sandwich
Rewards Program Topper

2 Lollipop and Topper
Hot Pastrami Sandwich Offer
Rewards Program Topper

3 Wall Frame Poster:
Catering Fall Version

4 Sneeze-guard Cling:
Rewards Program





Note: Follow the appropriate bagel rack planogram for your bakery on the following page.

1 Specialty Bagel Sign:
Pumpkin

2 Topped Bagel Flavor Signs:
Continue to display per instructions



2-Tier Bagel Rack

Plain	Blueberry	Cinnamon Raisin	Cheesy Hash Brown	PUMPKIN	5 Cheese	Everything	Sesame	Plain		
Asiago Parmesan	Whole Wheat	Cinnamon Sugar	Onion	Garlic	Pumpnickel	Salt	Whole Wheat Everything	Poppy	Rosemary Olive Oil	Honey Grain

3-Tier Bagel Rack

Plain	5 Cheese	PUMPKIN	Cheesy Hash Brown	Cinnamon Raisin				
Everything	Blueberry	Cinnamon Sugar	Asiago Parmesan	Sesame				
Whole Wheat Everything	Poppy	Pumpnickel	Rosemary Olive Oil	Honey Grain	Onion	Garlic	Salt	Whole Wheat

4-Tier Bagel Rack

Plain	PUMPKIN	5 Cheese	Cinnamon Raisin			
Cinnamon Sugar	Blueberry	Cheesy Hash Brown	Everything			
Honey Grain	Sesame	Asiago Parmesan	Poppy			
Pumpnickel	Rosemary Olive Oil	Whole Wheat	Onion	Garlic	Salt	Whole Wheat Everything

Note:

- If you do not carry a variety shown, replace that variety on the planogram with another variety you carry that isn't shown.
- If you follow the planogram but still have an empty basket or baskets because you do not carry as many varieties as there are spaces for, turn one or more of the half baskets into full baskets as necessary to fill all spaces on the rack.
- If you carry more varieties than are listed, convert one or more full baskets into half baskets to accommodate the additional variety/varieties.
- Magnetic or over-the-basket style bagel rack signs can be ordered at any time by sending an email to orders@brueggers.com.