



# Store News

June 2013

## West Linn North expands



Many times the size of a retail space can stall sales growth. If a consumer is looking for a wide selection at their local liquor store, they may bypass a store with limited space because they perceive the store may not have what they are looking for in the way of new items or expanded related items.

Agent Mike Benson of Store 1212 West Linn North ran into a space constraint at his previous location. Customers were asking for a number of different items and he was able to accommodate their requests initially, but the store was running out of room. Unable to expand at that location, Mike chose to relocate to a larger space in the same mall.



Much more space for aisles, gondolas and floor displays



Variety of related items

With any move, issues can arise and alter the proposed opening date. Initially, a proposed move was to occur in September of 2012, but an unfortunate problem with installing the new floor delayed the opening. In November the store opened to an updated 2,295 square foot liquor store. As the customer enters, he/she is greeted with a display of hand painted glassware and other bar accessories. The store expanded in all liquor categories to offer a wide wonderful selection. To showcase local product, a Made in Oregon section was added and customers shop it regularly. With the larger space, customers are now able to move around the store with ease and shop the increased liquor section with more than 75 new items that were brought in as a result of increased space.

Consumer sales from November 2012 through April 2013 are showing an impressive \$111,883 increase or 19% from the previous year.

Mike and his crew have put numerous hours of hard work into the new store and it sure shows! Now the store can continue to grow.



Selection of Oregon products

## ***Retail Services Division***

***June 2013***

### ***District Managers***

**Graham Alderson  
Brian Eaker  
Randy Howell  
Nikki Leslie  
Dave Owens**

### ***Director***

**Brian Flemming  
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OLCC.RetailServices@state.or.us**

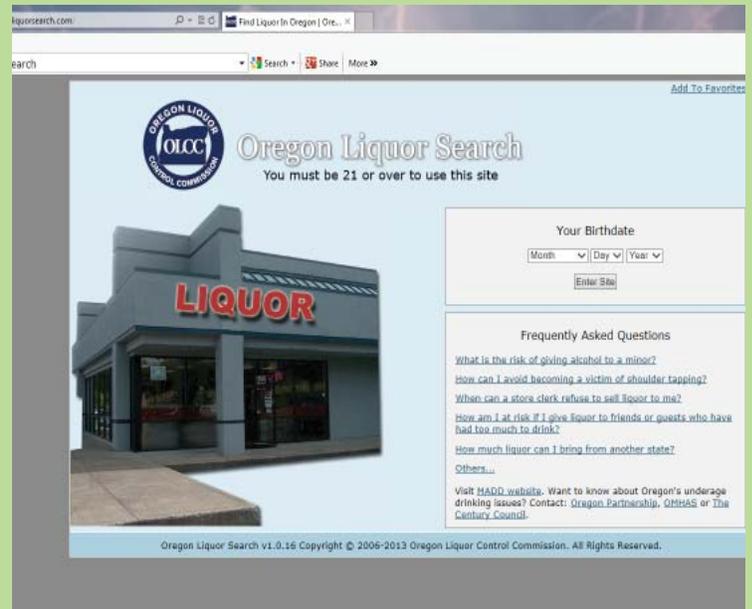
### ***Administrative Staff***

**Melissa Spaeth  
Stephanie Booker**

## Oregon Liquor Search (OLS)

It has been a number of years since OLCC began the initial discussions of creating a website listing liquor stores and products sold throughout the state of Oregon. Such a website has been in existence for a few years now with stores, their addresses, a map to the store, hours of operation and phone numbers; it is available on the internet at: [www.oregonliquorsearch.com](http://www.oregonliquorsearch.com) .

As methods used to obtain information continue to evolve, **Oregon Liquor Search** puts in to the hands of customers the information they desire in terms of availability and immediacy. The types of electronic devices utilized in acquiring information today go way beyond the yellow and white pages of yesteryear.



Home page of Oregon Liquor Search  
[www.OregonLiquorSearch.com](http://www.OregonLiquorSearch.com)

Currently there are 163 stores providing data to the site. Approximately 65% of the state's liquor agents are receiving the benefits of having their store(s) and products listed on the site. Not only are they the benefactors of free advertisement, they receive reports that can help increase their sales, help save on audit shortages, see sales growth and increase their visibility. Product images are currently being added to enhance the website. The first 500 images have already been added to the site.

There have been 1,028,295 hits (individual requests to view info) to Oregon Liquor Search from May 2012 – May 2013 with 50% of them made by new visitors. The average time spent on the site is 5 minutes with the visitor looking at an average of 8 pages of information.

To get your store's products included on the website and attract new customers, talk to your district manager.

## 20 Years of service

Please join Retail Services in congratulating Mr. Alton Johnson for 20 years of service. Mr. Johnson was appointed Agent of Store 1187 King Blvd in Portland after retiring from The Bonneville Power Administration as a supervisor with 24 years of service. The store, which was previously located on N. Interstate Avenue, was relocated to its current location in 2008 and sales have grown ever since. As a long standing member of the community and graduate of Roosevelt High School, Mr. Johnson, his wife, Chris, niece, Tab, and other employees have helped to do their part to contribute to the revitalization of this NE Portland neighborhood. A special thanks is also due to Agent Horace Johnson of 1120 Parkrose for originally hiring and training Al in 1991. We wish you and your team continued success in the future at Store 1187.



## ***Focus, finish, and plan***

With summer approaching and the 2012/2013 fiscal year in the final stretch, it is time to rally your store staff, and focus on finishing the fiscal year strong.



Focus on providing great service, building each sale with related items, ensuring the newest hot product is on hand and seasonal displays are set to highlight these whereby creating the excitement of a new season and driving sales. Now is also a great time to check where the store stands against inventory forecast, identify dead items and work with other stores to move it out. Shelf resets should be completed prior to the start of the busy selling season. Ensure new products that have been brought in over the last few months are correctly placed within the categories.

Many customers that may not visit liquor stores often, are sure to be in soon getting ready for summer entertaining. Take some time now to walk the entire sales floor starting from the front door, working your way back through the store. Look at it from a customer's perspective. What do you see? Is the front open, inviting, and creating a great first impression? Is the store neat, clean, and organized (aka: "Showcase")? Is the product easy to find in each category section, with specials highlighted using the appropriate tags? Evaluate traffic flow through the store, and address any issues that might keep the customer from being able to easily shop all areas of the store. This can be as simple as a case stack display, or POP that was brought in from the vendors needing to be moved. Stand in front of the checkout area. This is the last place the customer will see or remember of their visit, and your last chance to make a great impression to ensure a return visit. It is a good idea to eliminate any excess clutter that may be in view. Keep items in the checkout area that only relate to completing a transaction. Items such as empty soda cans, paperwork, magazines, samples, cleaning supplies etc. should be in the stockroom area or at least out of view from customer. Above all else, don't forget to thank each customer for their purchase, and invite them back.

As the final weeks of the fiscal year wind up, take some time to reflect on operations, assortments, in-store initiatives, customer engagement, staffing, scheduling, etc. Determine what worked, what did not work, what

you learned, and what you need to adjust. Plan and set your goals now for the new upcoming fiscal year. By taking the time to do this, you will be in a proper position to have a quick start. The first weeks of the new fiscal year are critical to set the tone for the store's performance. If you want to grow your sales vs. the previous year, don't place yourself in a position of digging out of a hole from missed opportunities or late planning to start the year.

Each of you has the talent and ability to be great! Make sure you are using all the tools you have to be successful, never give up, consistently raise the level of your expectations, and be flexible to make changes in how you approach your business. On behalf of the Commission, thank you for all your hard work, and hope you each have an outstanding 2013/2014. ***Please remember to sell responsibly and check those IDs!***

## ***Save time, headaches and money!***

If you're not balancing your Monthly Inventory Summary each month, you might want to start. It will save you time, headache and money!

By the 15th of each month OLCC posts the Monthly Inventory Summary report on OLAS. The information on the Inventory Summary report compares book value of what OLCC records a store should have to end-of-month information submitted by the store. It is the store's responsibility to ensure all submitted information is accurate. Only the agent will know if something is incorrect or missing.

Balancing the report is as easy as balancing a check book. Compare the information on the Monthly Summary report to the Control Sheet; there should be no discrepancy. (Be sure the information on the Control Sheet is correct). If the information on the report does not match what was submitted, contact Ara Huddleston at 503-872-175. If all the information is accurate but the SHORT OR OVER is higher than what it should be, contact Pat Miles at 503-872-5134.

The Monthly Inventory Summary can be accessed through OLAS: Liquor Store Reports> Monthly Store Reports> Monthly Inventory Summary. The Claims and Transfers information is available for review as soon as it's posted. The report can be accessed through OLAS: Liquor Store Reports> Claims and Transfers.

## ***Store 1210 Medford, West upgraded, again!***

When Bob Zepf took over Store 1210 Medford, West just about a year ago, he took over a recently remodeled store. Very little was needed in this nicely upgraded store, but Bob and his wife Maggie were not satisfied and immediately started upgrading more of the store's interior to match their vision for the store.

They started with a general cleaning and significant re-organization of the back stock areas. Commercial shelving was purchased to increase the holding power of the back stock area.

New pop coolers and a new freezer for the front of the store was purchased. The electrical system was upgraded so track lighting could be installed to spotlight darkened areas. Also, the added electrical gave them the ability to add lighted décor signs around the room as the décor had been revamped to their style.

Bob and Maggie continued their renovation by re-covering the counter with a very unique laminate that allowed them to put their store logo on the counter top. It is also easily replaceable when the top gets worn due to bottles wearing on the surface of the counter.



**Beautiful sales counter  
Store 1210 Medford, West**



**Store logo laminated on the counter top**



The center floor shelving was rearranged so more case stack displays could be made and to highlight related items for add-on sales and customer convenience. Related item sales have increased significantly since the store take over.

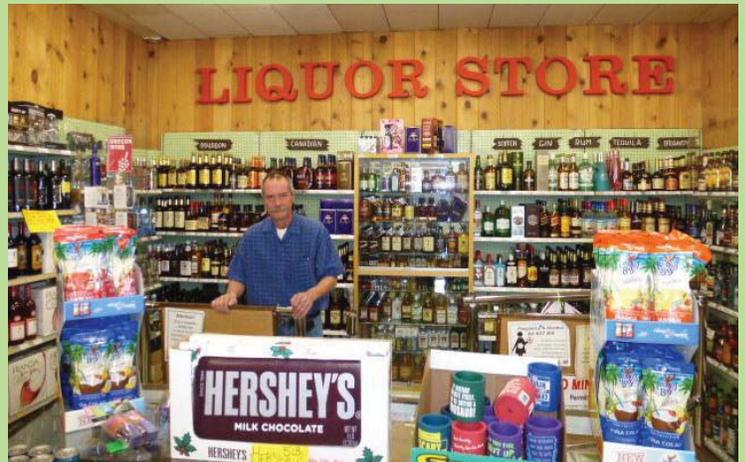
Great job to Bob, Maggie and the crew at West Medford Liquor.

## ***Back at home (and stickin' around)***

When Rick Aster bought Pilot Rock Market (Store 1033) in 2001, he said it felt like being back at home. It should have. Rick had worked as the market manager for 5 years from the mid-1990s and left for about a year and a half before returning as the owner.

Pilot Rock (pop.1502, incorporated 1912) is located on Highway 395 just 16 miles south of Pendleton. The town's history is embedded in the discovery of gold in the Blue Mountains in the early 1860s. Englishman Andrew Sturtevant is credited as one of Pilot Rock's founding fathers and was the first postmaster in 1868. Today, Pilot Rock is recognized for its agricultural surroundings and timber. It is the site of Boise Cascade/Kinzua Lumber, a lumber and pole mill that employs many of the town folk.

Pilot Rock Market is the only grocery in town and offers the amenities of a full service market including dry goods, meat and produce, as well as liquor. Rick recalls his early ownership days as a non-exclusive agent and the advantage of being open on Sunday. He also learned early on of the need for a security system when his first liquor audit was, well, less than rosy. One serious, yet humorous, memory is of a young shoplifter who attempted to abscond with a 1.75 liter Crown Royal by putting it down his pants!



**Rick Aster, Agent at Store 1033 Pilot Rock and biggest Hershey bar in town**

Not a distilled spirits drinker himself, Rick is constantly amazed by the burgeoning selection of products his customers are seeking, yet he strives to satisfy each and every wish. His is a firm believer in the cross-attraction of having the liquor store in his grocery: each commodity draws to the other. Rick insures that philosophy in his day-to-day decisions and the success is borne out in 64% growth in liquor sales under his stewardship.

So after nearly 12 years, it appears indeed as if Rick Aster is back at home and apparently plans on stickin' around. Those of us who work with him are certainly glad! Thanks, Rick, for all that you do for the citizens of Pilot Rock and of Oregon!



**Store 1033 Pilot Rock Agent Rick Aster lends his support to the PRHS Rockets by painting the curb stops blue and yellow. GO ROCKETS!**

## *Anniversary celebrations in District 1*



**Bob McDannel**  
Store 1014 Burns  
10 years



**Chuck DeFoe**  
Store 1081 Crescent  
10 years

*Congratulations are extended to  
these three agents on their 10 and  
30 year anniversaries with the  
State of Oregon*



**Greg Roland**  
Store 1100 Pendleton  
30 years