BLOODY MARY CASE DISPLAY INSTRUCTIONS

STEP 1

There are 4 pieces in your case display kit. First, take the largest flat panel and unfold it so it stands up. Insert the tabs for the 4 flaps into their respective holes. There are 2 triangular flaps on each side that will also fold down. Please note, there is no bottom on the case display.

STEP 2

Stack 5 cases of 32 oz jars or 4 cases of 64 oz growlers where you want to set up your display. Make sure that the cases are full of product so that the case stack is stable when you're done building everything.

STEP 3

Slip the built case display panel over the stack of cases. You might find that the case display is flimsy until you put it over the case boxes. Once the display is over the case boxes, it will stand up nicely.

STEP 4

Take the front panel with words "Bloody Mary Mix" and push the tabs into the lower two holes in the front of the display panel above The Real Dill logo.

STEP 5

Take the remaining panel and push the tabs into the two holes above the other panel from the previous step, in the same manner.

STEP 6

Take the back panel, which has The Real Dill logo and bullet points about our Bloody Mary Mix on it, and slip it onto the back of the large display panel. The two little tabs on the outside go behind the display panel, and the larger middle tab goes in the front.

STEP 7

Stack a full case of 12 jars or 6 growlers on top of the stack of boxes. You can also mix and match with 6 jars and 2 growlers, or any combo you would like.

STEP 8

As you go through cases of product, you can remove the two front panels to expose product at different levels. Please keep the removable panels as you use the case display so you can use them again.

NOTES

When you are out of product, please keep the case display and refill it as more product comes in.

Please use this case display for our products (i.e. not for a vodka display). If you want to put complimentary product on the display as well, that's totally fine.

Please let us know if you have any questions or feedback on how we can improve this offering!