

SEASONAL SPECIAL DISPLAYS AT ALKO SHOPS IN WINTER AND SPRING SEASON 2019

Special displays for all Alko shops

There is at least one display in every Alko shop. The themes bolded below are compulsory for the shops during the mentioned weeks.

Supplementary alternatives for premium and specialist stores

Besides the special displays that all the shops follow, premium and specialist stores may also choose additional displays from the alternatives that are targeted for these shop types.

PLEASE NOTE!

The themes below are preliminary themes and e.g. the names of the themes may change. **The shops may have also other additional themes in case needed.** We are moving for a more dynamic model of releasing the next upcoming themes **3 times a year**. First only rough plans of displays and later in more detail.

SPECIAL DISPLAYS WINTER – FALL SEASON 2019

Winter season

from January to March

Special displays for all Alko Shops

- **Non-alcoholic beverages and beverages with lighter alcohol percentage (weeks 2-4)**
- **Small brewery products (weeks 7-9)**
- **Flavors around the world: Flavors of Asia (weeks 10-13)**
- Beverages for stewed dishes
- Hot toddy
- Beverages for blinis
- Runeberg's day 5.2.
- Valentine's day 14.2.
- Women's day 8.3.
- Shrove Tuesday 13.2.

Supplementary alternatives for premium and specialist stores

- Asian countries
- Robust and powerful sparkling wines



Spring season

From April to May

Special displays for all Alko Shops

- **Green choices for Easter (weeks 14-16)**
- **Easter beers (week 14-16)**
- **Sparkling wines for the spring festivities (weeks 17-22)**
- Buffet beverages
- Beverages for asparagus
- Easter beers
- For wild herbs
- Green choices
- Summer feeling!
- Punch-recipe (continues in the summer)
- Best for Pasha
- With Finnish Easter Pudding

Supplementary alternatives for premium and specialist stores

- For delicacies made of insects
- Champagnes
- Crisp and fruity sparkling wines

Summer season

from June to August

Special displays for all Alko Shops

- **Rosés (weeks 23-26)**
- **Flavors around the world: USA (weeks 29-33)**
- For gifts
- Beverages for barbeque
- Beverages for summery fish dishes
- Summer non-alcoholic beverages
- Beverages for crayfish (continues in fall season)
- For fresh summery tastes of vegetables
- Unbreakable packages
- Summer beers
- Congratulations for the graduates 1.6.
- Whitsun
- For midsummer celebrations

Supplementary alternatives for premium and specialist stores

- Summery desserts
- Apple ciders
- Nuanced and structured sparkling wines

Fall season

from September to mid-November

Special displays for all Alko Shops

- **Flavors around the world: Harvest in the Nordics (weeks 36-42)**
- **Octoberfest beers (weeks 37-40)**
- **Sweet November (43-46)**
- **Mulled wines (45-51)**
- Beverages for crayfish (continues from summer season)
- Christmas and winter beers (continues to Christmas season)
- For pre-Christmas celebrations
- Ethical trade products
- Happy Halloween

Supplementary alternatives for premium and specialist stores

- Taste and compare
- Mellow and sweet sparkling wines
- For chocolates
- For cheeses

PRELIMINARY PLANS FOR THE CHRISTMAS SEASON 2019**Winter season**

from mid-November to December

Special displays for all Alko Shops

- **Beaujolais Nouveau (weeks 47-48)**
- **Christmas time (49-52)**
- Others themes will be released in more detail later