

The Wine and Cheer Cart at Big Red Liquors

MARKET RESEARCH TEST RESULTS:

Store 2: Bloomington IN, Wine and Cheer Cart
Store 301: Carmel IN, Wine and Cheer Cart
Store 5: Bloomington, IN
Store 209: Indianapolis, IN

DATE RANGE: 12/5/2019 TO 12/31/2019

STORE #	AVERAGE TICKET WITHOUT A CART	AVERAGE TICKET WITH A CART		% OF CUSTOMERS WHO USE A CART
2	42.37	74.79	+174%	25.30%
301	101.05	253.93	+252%	24.30%
5	32.61	64.91	+200%	10.30%
209	48.85	61.85	+125%	6.20%

DATE RANGE: 1/1/2020 TO 1/31/2020

STORE #	AVERAGE TICKET WITHOUT A CART	AVERAGE TICKET WITH A CART		% OF CUSTOMERS WHO USE A CART
2	34.57	91.16	+265%	11.10%
301	86.90	133.09	+154%	9.20%
5	26.61	88.79	+332%	4.10%
209	34.87	104.40	+300%	2.90%

NOTES: CART SALES FOR ALL 4 STORES AVERAGE 225% MORE THAN NON-CART SALES

CART USAGE AVERAGES 17.4% WITH A CART IN STORES 2 AND 301 AND ONLY 5.8% IN STORES 5 AND 209.

CART USAGE IN THE TWO STORES WITH THE WINE AND CHEER CART IS THREE TIMES GREATER THAN THE OTHER

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