

## Our Wines Really Stand Up Twist Tops Give Stand-Up Displays

The introduction of twist top closures on so many Australian wines is making it easier for retailers to stand up their wines as per the new display shelves at Champions IGA Plus Liquor store in Melbourne.

Standing bottles makes it easier to show off the wine labels, saves space and allows the traditional shelf edge tags or electronic tags.

Similarly, the trend is to go away from fridge doors to the open case as shown below right, giving more room and a better visual display. The Foundry store is a good example of new look liquor stores.

*John Markham*



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## Do you have a story?

If you would like to share it with our readers all around Australia, we would love to hear from you.

Please email [John.markham@mga.asn.au](mailto:John.markham@mga.asn.au)