



FACT SHEET: Reintroducing Beer and Wine Sales at Walgreens

Overview

Directly responding to customer demand, Walgreens will bring back a modest selection of beer and wine for sale in stores throughout the country. Our customers want more of a one-stop shopping experience where they can buy a range of products at one location rather than having to travel, park and pay at a variety of different stores. Given our convenient locations and reputation as a trusted retailer, Walgreens is an attractive alternative for the sale of wine and beer.

Walgreens has extensive experience managing the sale of regulated products with strict controls, like our medications. We also have a strong history of serving our communities as a responsible retailer and we look forward to upholding that commitment with the reintroduction of beer and wine.

History

Walgreens has successfully merchandised and sold alcoholic beverages since Prohibition. Though profitable, many managers found the category cumbersome and time consuming to maintain, so it was discontinued in the majority of stores in the early 1990s. Now, with a scaled back offering and inventory technology advancements, we have the increased ability to safely and efficiently resume beer and wine sales while maintaining our high standards for responsible retailing.

Product Assortment

Beer and wine merchandise will comprise, on the average, a 10-foot-wide cooler and 18 feet (width) of our beverage aisle in a typical store. Walgreens' modest selection of these products will occupy no more than two percent (2%) of the total shelf space—one product line among thousands of other products you would expect in a drugstore.

- The proposed assortment has been refined to appeal to casual, moderate beer and wine drinkers as an additional Walgreens convenience.
- The beer selection will consist of 6-packs, 12-packs, 18-packs and cases only. There will be no single servings or any other variation that would be considered conducive to alcohol abuse
- The selection will be value to mid-priced. Walgreens will also work with local beer and wine producers to customize our selection with local products. Local vendor participation will continue to grow in the future.

Operational Controls and Employee Training

Walgreens has taken great measures to assure that any beverage containing alcohol will be sold in a responsible and appropriate manner. Detailed policies and procedures are already in place and will be strictly enforced *without exception*.

- Employees must undergo extensive training prior to beer and wine availability at each store.
- Every day, as part of the cash register log-on process, employees will review and sign-off on the policies for alcohol sales—a daily reminder of our policies and procedures and the penalties for noncompliance.
- Walgreens policy states that employees must request identification for any customer attempting to purchase alcohol who appears to be under the age of 40. Register prompts ensure compliance before proceeding with the transaction.
- Underage employees will not handle the selling or stocking of alcohol products.

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Rapid City Growth
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