

BIG RED LIQUORS, INDIANNA

MARKET RESEARCH TEST RESULTS: DECEMBER, 2019 and JANUARY, 2020

DATA COMPILED BY BAR CODING ALL CART SALES VERSUS NON CART SALES AT STORE REGISTERS.

STORES #2 AND #301 USED THE WINE AND CHEER CART®

STORES #5 AND #209 USED BIG RED'S CURRENT FLEET OF GROCERY STORE CARTS

STORE LOCATION:

STORE 2	BLOOMINGTON, IN	WINE AND CHEER CART ®
STORE 301	CARMEL, IN	WINE AND CHEER CART ®
STORE 5	BLOOMINGTON, IN	BIG RED GROCERY STORE CART
STORE 209	INDIANAPOLIS, IN	BIG RED GROCERY STORE CART

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

STORE #	AVERAGE TICKET WITHOUT A CART	AVERAGE TICKET WITH A CART	% INCREASE W/CART	% OF CUSTOMERS WHO USED 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	% INCREASE W/CART	% OF CUSTOMERS WHO USED 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%

CONCLUSION:

- CART SALES IN ALL FOUR STORES WERE 225% GREATER THAN NON-CART SALES.
- THE WINE AND CHEER CART WAS USED ON AVERAGE FOR DECEMBER AND JANUARY 17.4% OF THE TIME.
- THE BIG RED CART WAS USED ON AVERAGE FOR DECEMBER AND JANUARY 5.8% OF THE TIME.
- RESEARCH PROVES THAT CART SALES ARE SIGNIFICANTLY LARGER THAN NON-CART SALES.
- CART SALES GENERATE 225% MORE REVENUE FOR THE STORE OWNER.
- THE WINE AND CHEER CART® WAS PREFERRED BY CUSTOMERS 3x MORE THAN BIG RED'S GROCERY CARTS.