



CRYSTAL
MERCHANTISER®

BEVERAGE

Up to **84%** Annual Energy Savings | Up to **35%** More Facings
Up to **25%** More Packout | Up to **50%** Reduced Shrink



the responsive company™

CRYSTAL MERCHANDISER® BEVERAGE



"The variety has increased dramatically. These cases just hold so much more. We're really thrilled with them. I think they're just gorgeous cases and they display products so well. The product just jumps out."

- Store Owner

Need more space for your beverages? The Crystal™ Merchandiser holds up to 25% more. Want more variety? The Crystal™ Merchandiser displays as much as 35% more facings. Want to control energy costs? The Crystal™ Merchandiser slashes operating costs by as much as 84%! Show your beverages in style through the 74" CoolView™ doors and light it to perfection with the 6' ChillBrite™ LED lighting.



No matter what beverages you are selling, the Crystal™ Merchandiser is your best sales tool. Like others using the Crystal™ Merchandiser for beverages, one Liquor Store Manager noted that the extra shelf allows for more packout and expanded variety, "There is more room—there are six shelves compared to the 'normal' 5-decks. We are able to get an entire case of six-packs out as well as three twelve-packs on each shelf." He further commented, "You might think that with six shelves instead of five, it might be more difficult for the consumer to pull product off of the shelving, but it has actually been easier." When asked if shoppers minded accessing products behind doors, he answered without hesitation, "Not at all—it enhances their experience."

For even more space, take a look at the Crystal™ Merchandiser Beverage Deep case, which allows you to fit four 30-packs of 12 oz. cans in the bottom basket. Your shoppers are sold on cold. Are you ready to deliver? Contact your regional sales representative at Zero-Zone.com today!

"With the doors shut, the heat doesn't get in and the cool doesn't escape, so the product is much colder—and it cools more quickly."

- Liquor Store Manager



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