

WRAP



Wisconsin Retail
Assessment Project
Alcohol and Food Training

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What's the difference?




Beverage	Usual % Alcohol	Popular brands
Beer (sold in bottles or cans)	4-6%	Heineken, Coors, Bud Light
Wine (sold in bottles or boxes)	12.5-14.5%	Carlo Rossi, Barefoot, Franzia
Liquor	40% and up	Jack Daniels, Bacardi, Jose Cuervo, Absolut
Flavored Malt Beverages	3-7%	Mike's, Smirnoff Ice, Bacardi Silver
Malt Liquor (Usually sold in 40oz)	6-9%	Colt 45, Mickey's, King Cobra, Olde English





The % of alcohol by volume is usually noted around here on the label

The size of a bottle is usually noted around here on the label

Alcohol Product Descriptions

Product	Description	Examples
Beer	Alcoholic drink made from yeast-fermented malt flavored with hops. Typically contains 4-6% alcohol content. Sold in bottles or cans. Popular brands include Coors, Bud Light, and Heineken.	
Wine	Alcoholic drink made from fermented grapes and other fruits. Typically contains 12.5-14.5% alcohol content. Sold in bottles or boxes. Popular brands include Franzia, Carlo Rossi, Barefoot.	
Distilled Spirits/Liquor	A liquor, or hard liquor, is an alcoholic beverage produced by distillation of a mixture produced from alcoholic fermentation. They typically have an alcohol content of at least 40%. Popular brands include Bacardi, Jack Daniels, Jose Cuervo, and Absolut. Includes any distilled spirit (e.g. brandy, liqueurs).	

Alcohol Product Descriptions

Product	Description	Examples
Malt Beverages	11-12 oz. containers of fruity or flavored malt-based alcoholic beverages. Usually labeled as “premium malt beverage” or often as a “cooler”. Popular brands include Mike’s, Smirnoff Ice and Bacardi Silver, all in various flavors. This includes hard teas, hard sodas, hard lemonade, pre-mixed cocktails, alcohol pouches and slushies. Typically contains 3-7% alcohol content.	
Malt Liquor	Malt liquors include brands like Colt 45, Hurricane, Mickey's, King Cobra, and Olde English. Look for “malt liquor” on the label. Typically sold in 40oz containers with 6-9% alcohol content.	

Q16: Alcohol

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product. This is the first alcohol question.

16: Would you like to answer questions about alcohol during this visit?

If No, skip to Q27

Q17: Beer

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product. If beer is not sold here move to Q18.

- 17a. Is beer sold here
- 17b. 6 pack of 12 oz cans?
- 17c. 12 pack of 12 oz cans?
- 17d. 48 pack of 12 oz cans?
- 17e. 40 oz bottles?



Typically contains 4-6% alcohol content. Sold in bottles or cans.
Popular brands include Budweiser, Corona, Miller, Coors, Heineken

Q18: Flavored Malt Beverages

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product. If flavored malt beverages are not sold here move to Q19.

- 18a. Are flavored malt beverages sold here?
- 18b. Hard soda?
- 18c. Hard teas?
- 18d. Hard lemonade?
- 18e. Pre-mixed cocktails (ex. Four Loko, Joose, Lime-a-Rita)?



Q19: Malt Liquor

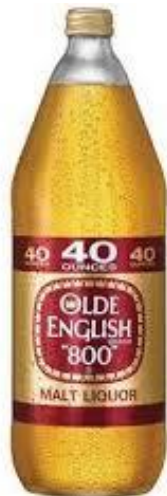
Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product. If malt liquor is not sold here move to Q20.

19a. Is malt liquor sold here (ex. Colt 45, Mickey's, Steel Reserve, Old English, Cobra, St. Ides)?

19b. 40 oz bottles?

19c. 12 oz 6 pack?

Look for “malt liquor” on the label. Typically sold in 40oz containers with 6-9% alcohol content.



Q20: Distilled Spirits/Liquor

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product. If distilled spirits/liquor are not sold here move to Q21.

20a. Are distilled spirits/liquor sold here (ex. whiskey, vodka, etc.)

20b. Are single serving bottles of distilled spirits/liquor sold here?

20c. Are multiple serving bottles of distilled spirits/liquor sold here?

20d. Are flavored distilled spirits/liquor sold here?

20e. Are natural or unflavored distilled spirits/liquor sold here?



They typically have an alcohol content of a~40%. Count any distilled spirit intended for consumption as a beverage (includes liqueurs and brandy).

Q21: Wine

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product. If wine is not sold here move to Q22.

- 21a. Is wine sold here?
- 21b. Mini/single serving?
- 21c. 4 or 6 pack of single serving?
- 21d. 750 ml (standard wine bottle)?
- 21e. 1.5 liters?
- 21f. Boxed wine (commonly 3 liters)?



Typically contains 12.5-14.5% alcohol content. Sold in bottles or boxes.



Q22: Alcohol Location

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product.

22. Are non-alcohol beverages (soda, water or fruit juices) placed in the same or adjacent cooler as alcohol beverages?



Q23: Alcohol Location

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product.

23. Are single serving cans of alcohol beverage available in the coolers? This includes “minis” of wine or spirits plus canned beverages (Four Loko, Joose, Lime-a-Rita, etc.) that cannot be resealed regardless of their size.



Q24: Alcohol Location

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product.

24. Is alcohol placed on the endcaps of shelves or in free-standing displays/racks?



Q25: Alcohol Location

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product.

25. Is any alcohol placed within 12" of youth products?

Youth products include toys, candy, gum, mints, etc.



Q26: Alcohol Location

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product. This is the final alcohol question.

26. Is alcohol displayed or advertised within three feet or less of the floor?

This does not include alcohol products in coolers.



Q27: Food and Beverage

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked for each product or enter the number of varieties or select the largest size. This is the first food question.

16: Would you like to answer questions about food and beverages during this visit?

If No, skip to Q38a

Food and Beverage Descriptions

- Number of varieties of...
- Ready-to-eat...
- ...placement at eye level or other prominent places
- ...promotion, advertisement, decals, or signage such as shelf labeling or other point-of-purchase prompts
- ...near or within arm's reach at checkout area, counter, or aisle

Variety or Varieties

Selection of different fruits or vegetables

Examples:

- Whole apples, oranges, pre-cut apples, and mixed fruit cup = 3 varieties of fresh fruit (whole and pre-cut apples count as one)
- 2 brands of canned green beans = 1 variety of canned vegetables
- Frozen whole strawberries and sliced strawberries = 1 variety of frozen fruit

How many varieties of canned fruit?

- Dole Pineapple Slices(100% juice)
- Dole Crushed Pineapples (100% juice)
- Great Value Pineapple Slices (100% juice)
- Del Monte Pear Halves (100% juice)
- Del Monte Fruit Cocktail (packed in water)
- Great Value Fruit Cocktail (packed in water)

Ready-to-Eat

Fruits or vegetables that do not require further preparation (cooking, cutting, washing, etc.) before consumption

Examples:

- Pre-cut raw fruits or vegetables
- Pre-washed salads
- Mixed fruit/fruit salad
- Cauliflower and broccoli florets

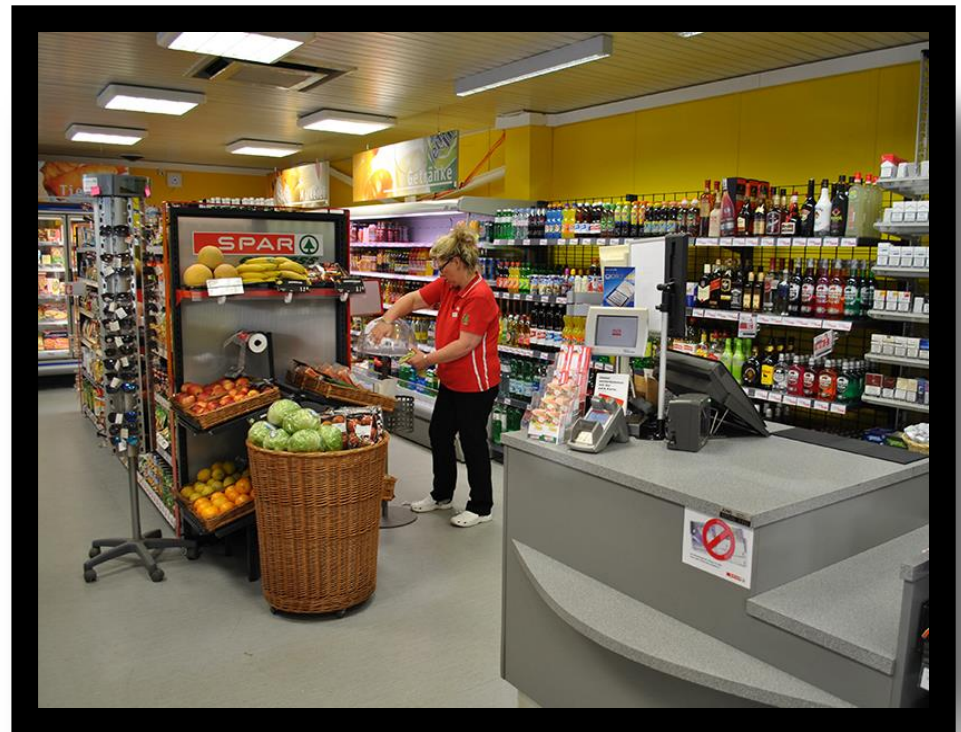


Placement at eye level or other prominent places

Positioned at approximately the same height as your eyes or in a physical layout where it is easier to see and/or access

Examples:

- Front and/or center on shelf
- Closer to cash register
- Closer to front of store
- Easily visible
- Easily accessed
- Favorable lighting



Promotion, advertisement, decals, or signage



Near or within arm's reach at checkout area, counter, or aisle



Q28: Outdoor Advertising

Instructions: This is the first food question. For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked.

28. Does the store have decals, signage, and/or advertisements posted outside the building for the following?

28a. WIC/WIC acceptance?

28b. FoodShare/EBT card acceptance?

28c. Fruits or vegetables?

28d. Non-fat and low-fat milk products?

28e. Soft drinks or other sweetened beverages?

28f. Chips or other salty snacks?

28g. Alcohol or alcoholic beverages?



Q29: Fresh Fruit

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked. If fresh fruit is not sold here move to Q30.

29a. Fresh or ready-to-eat fruit available?

29d. Fresh or ready-to-eat fruit placement at eye level or other prominent places?

29e. Fresh or ready-to-eat fruit promotion, advertisement, decals, or signage such as shelf labeling or other point-of-purchase prompts?

29f. Fresh or ready to eat fruit near or within arm's reach at checkout area, counter, or aisle?



Q30: Fresh Vegetables

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked. If fresh fruit is not sold here move to Q31.

30a. Fresh or ready to eat vegetables available?

30d. Fresh or ready to eat vegetable placement at eye level or other prominent places?

30e. Fresh or ready-to-eat vegetable promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?

30f. Fresh or ready-to-eat vegetable near or within arm's reach at checkout area, counter, or aisle?



Q31: Canned Fruit or Vegetables

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked and enter the number of varieties. If canned fruit or vegetables are not sold here move to Q32.

31a. Canned fruit or vegetables available?

31b. Number of varieties of canned fruit:

31c. Number of varieties of canned vegetables:

31d. Canned fruit or vegetables placement at eye level or other prominent places?

31e. Canned fruit or vegetables promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?



Q32: Frozen Fruit or Vegetables

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked and enter the number of varieties. If frozen fruit or vegetables are not sold here move to Q33.

32a. Frozen fruit or vegetables available?

32b. Number of varieties of frozen fruit:

32c. Number of varieties of frozen vegetables:

32d. Frozen fruit or vegetables placement at eye level or other prominent places?

32e. Frozen fruit or vegetables promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?



Q33: Dried Fruit

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked and enter the number of varieties. If dried fruit is not sold here move to Q34.

33a. Dried fruit available?

33b. Number of varieties of dried fruit:

33c. Dried fruit placement at eye level or other prominent places?

33d. Dried fruit promotion, advertisement, decals or signage such as shelf labeling or other point-of-purchase prompts?

33e. Dried fruit near or within arm's reach at checkout area, counter, or aisle?



Q34: Milk

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked and select the largest size. If milk is not sold here move to Q35.

34a. Milk available?

34b. Largest size of reduced fat or fat free milk (skim, 1%, 2%) available?

34c. Largest size of whole milk available?

34b and 34c:

None available

Less than 16oz

Pint (16oz)

Quart (32oz)

Half Gallon (64oz)

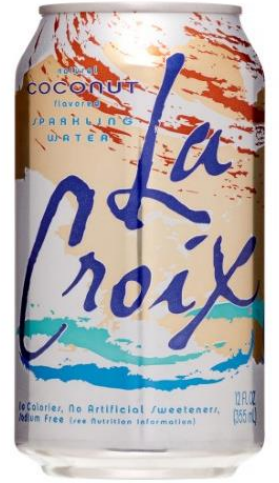
Gallon (128oz)



Q35: Healthy Drink Options

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked and enter the largest size. If healthy drinks are not sold here move to Q36.

- 35a. Healthier drink options (100% juice or water) available?
- 35b. Largest size of 100% juice available in fl oz (e.g., 64 oz)?
- 35c. Largest size of water available in fl oz (e.g., 64 oz)?



Q36: Bread

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked. If bread is not sold here move to Q37.

- 36a. Bread available?
- 36b. 100% whole wheat/whole grain bread available?
- 36c. White bread available?



Q37: Cereal

Instructions: For these questions, you will be asked a combination of the items below. Answer Yes or No for each item asked. This is the final food question.

- 37a. Cereals available?
- 37b. Whole grain cereals available? (Whole grain cereals = Whole grain as the primary ingredient by weight AND meet labeling requirements for making a health claim as a "whole grain food with moderate fat content")
- 37c. Non-whole grain cereals available?
- 37d. Lower sugar cereals (<7g sugar/serving) available?
- 37e. Higher sugar cereals (>7g sugar/serving) available?



A close-up photograph of two black microphones with silver mesh grilles mounted on a black stand. The background is a blurred crowd of people in a brightly lit indoor setting, possibly a conference or event. A semi-transparent red banner is overlaid at the bottom of the image.

QUESTIONS?