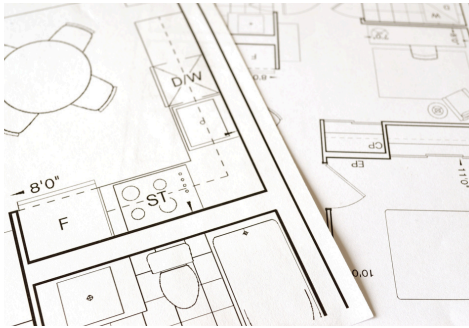


## Fundamental Guidelines

Sell more fresh food and chilled beverage products using these merchandising strategies.



### Consider the Major Factors Store and Layout

Quantity and Types of Refrigeration Units

Proximity, Traffic Flow, and Space Adjacencies

Local Market Demographics



### Establish Merchandising Goals

Optimize Profitability

Minimize Fresh Item Losses

Limit Liability and Risk

Design Cross-Sell Opportunities



### Drive Value with Shoppers

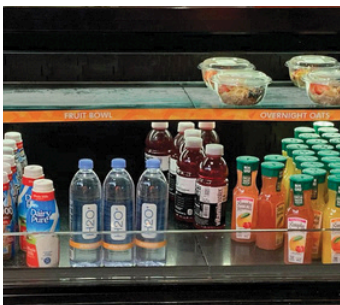
Create Custom Meal Solutions

Enhance the Shopability

Increase Efficiencies

Provide Unique Brand Offerings

### Avoid the Following



Cluttered Case Tops

Varied Orientation

Weak Eye Level Items

Unmanicured Sets

Out of Stocks

Large Gaps

Over Merchandising

Peaks and Valleys in Product Positioning

Ineffective Props and Accoutrements

Dirty Grates

Source: Merchandise Foods LLC



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