

## Merchandising Structural Concepts Displays

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



**SELF SERVICE**



**ISLAND**



**END CAP**

### Upright Areas

Top Sellers, Taller Items, Items of Higher Unit Quantity, New Offerings

### Lower Shelves

Shorter Items, Item with Strong Top Views, Items of Moderate Unit Quantity

### Wells/Risers

Shorter Items, Items with Strong Top Views, Steady Strong Selling Items



### Curved Ends

Thinner, Smaller, and Rounded Items, Items of Low Quantity

#### Focus on Trends

Attentiveness and a "moment in time mentality" will expand opportunities.

#### Watch the Fill Line

Proper airflow is essential to temperature regulation and food safety. Don't overload the case.

#### Position Products Appropriately

Highly perishable fresh items may cue "freshness" and promote sell-thru in the most premium selling spaces.

#### Consider Shelf Spacing

As inventory sells down, consider spreading out and fronting forward inventory frequently.

#### Out of Stocks

Missed opportunities abound where case sets are not plentiful at all times.



**UNDERCOUNTER**



**COMBINATION CASE**



**SERVICE CASE**

### **Wells/Risers**

Top Sellers, Consider a Wide Variety of Items and In-Case Merchandising Approaches, Friendly Impulse Items



### **Glass Displays**

Non-Prepack (when possible), Pre-Pack (when speed of service is required), Standardized Portioning is Essential



### **Think about the varied viewing distances of prospective customers.**

From a distance, directly in front of the case, or up close and downward, ensure that shoppers can see your fresh food offerings from any angle through the use of various serving/presenting vessels.

### **Don't let serving/presentation vessels impede the actual product views from a distance.**

Beyond angling shelves or vessels, depending on your situation consider:

- Lower "lipped" trays or containers
- Clear containers
- Cross-cut shaped vessels
- Product mounded above vessels (with false bottoms if possible)

**Use vessels for their visual accent of your theme, value-building ability, and aesthetic draw to highlight your fresh offerings.**

*Source: Merchandise Foods LLC*



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