

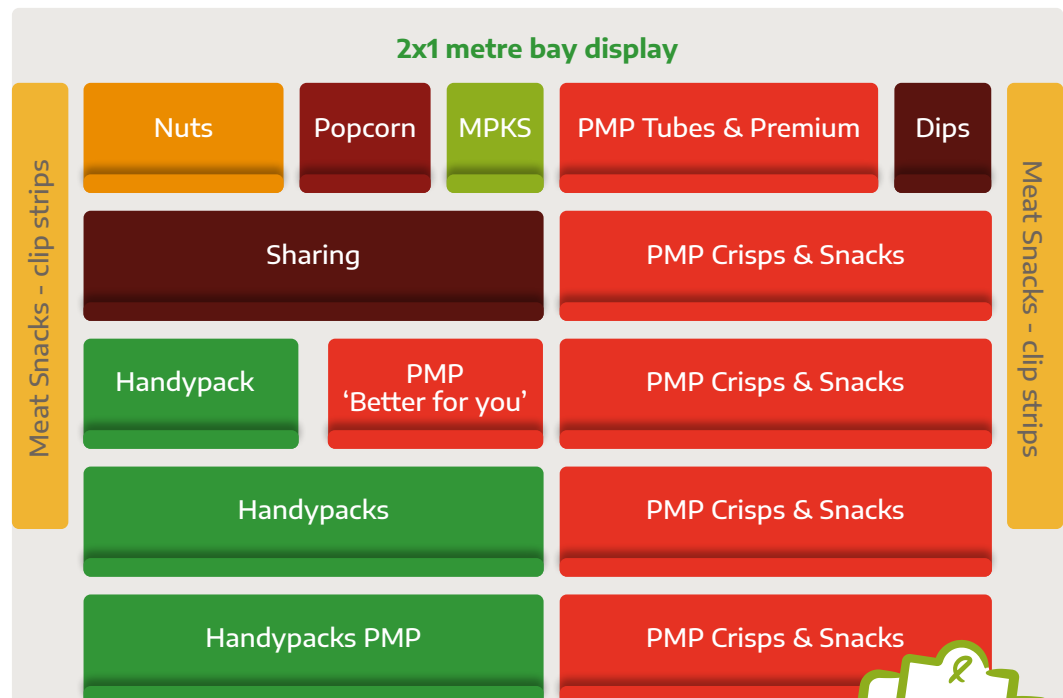
Excite and engage at the fixture - use the whole store to drive impulse purchases

70%* of Bagged Snacks shoppers buy on Impulse. Utilise displays and secondary sitings to **drive sales**. Locate in complimentary categories e.g. soft drinks and sandwiches.



Allocate space to create a simple to stock and easy to shop fixture

Create clear blocks with a logical layout to help your shoppers navigate to make their choices



Merchandising principles

- **Block similar products together**
e.g. flat, ridged

- **41%** of sales** go through the top 5 brands. Give the most prominent space more facings to the best sellers

- **Signpost brands.** Stimulate purchase and make shopping easier by clearly positioning well known brands such as **Butterkist and KP Nuts** and other sectors in strong growth

- **Merchandise value snacks** together on the bottom shelf then £1.25 on the shelves above

- **Manager Specials.** Don't overlook offering your customers their local favourites that sell well in your store or area

