

Merchandising Guide



Connect with More Consumers Through Expert Displays and Visual Merchandising

As a leader in retail merchandising selling environments and branded shopper experiences, Structural Concept can help bring your vision to life by combining the knowledge and expertise of interior and environmental design with a passion for visual merchandising.



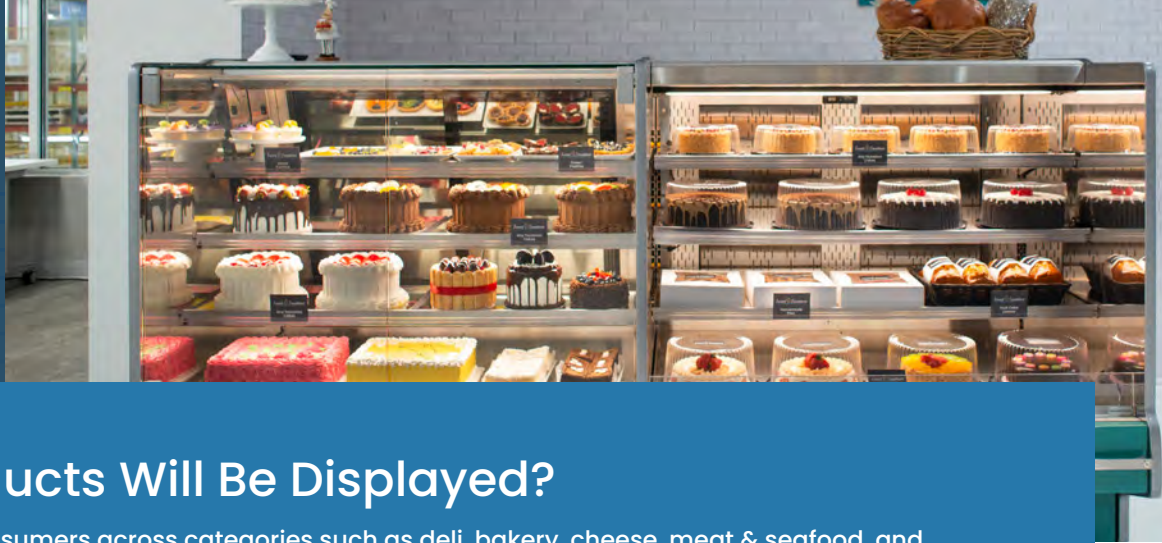
Maximize the Performance of Your Food Display Cases

You want your business to tell a story about who you are, what you stand for, and what people can expect from you. Consumers crave this narrative – they want to understand and assign meaning to the places they shop. This is where storytelling comes in.

To best tell your story, Structural Concepts can help ensure that all elements of your fresh food and chilled beverage merchandising schematics, planograms, and merchandiser shelf-space plans make sense as part of a complete visual narrative.

This booklet contains information covering off the following topic:

- What Products Will Be Displayed
- Where Will the Display Case Be Positioned
- How to Create an Eye-Catching Display
- Best Merchandising Practices
- Merchandising Tips
- Fundamental Guidelines



What Products Will Be Displayed?

Connecting with consumers across categories such as deli, bakery, cheese, meat & seafood, and produce within every market channel where fresh food is sold, we can help you create a distinct selling environment that is flawlessly executed, both seamlessly and consistently.



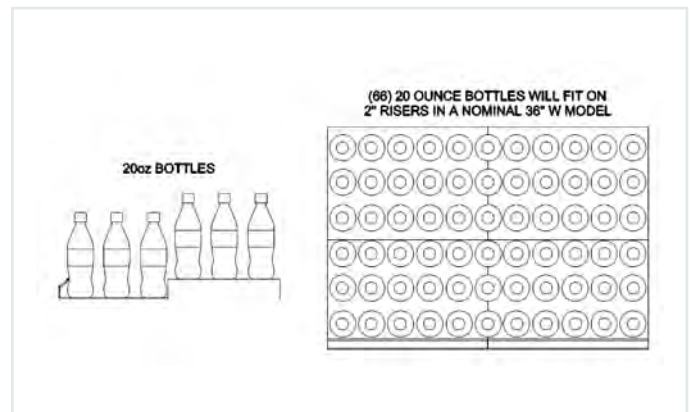
Shelving

Be sure that the display case shelves are adjustable & removable to accommodate a variety of package sizes. To keep the display looking full and fresh, shelves should be adjusted to match the height of the product packaging. This prevents gaps of space between shelves that detract from the presentation.

Risers



Many display case models include an option for “display risers.” Risers provide an opportunity to increase product visibility.



This is an illustration of 2”H risers with the product capacity noted for 20-ounce bottled beverages.

What Will Be Displayed?

The dimensions and related merchandising capacity can be referenced relative to the size of the shelves in the following SCC displays to determine the approximate capacity for any other additional models.

The drawings on the following pages provide references to calculate a display's total capacity based on shelf and deck size.



Model B37R



Model BN47R



Model B35R



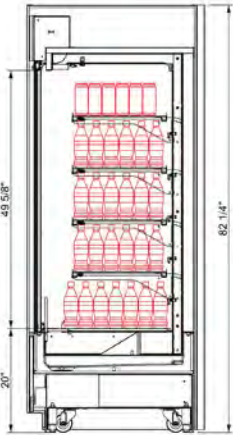
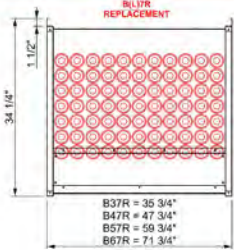
Model C33R-UC

The following chart provides cubic capacity of display space for commonly specified air screen grab & go models.

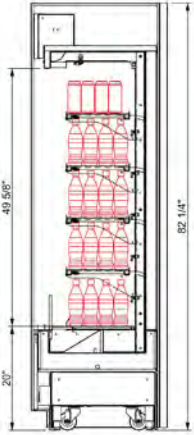
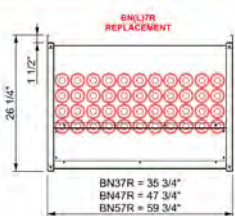
MODEL	TOTAL CUBIC DISPLAY AREA (FT ³)
B37R	20.0
B47R	27.2
B57R	34.5
B67R	41.7
BN37R	12.4
BN47R	16.8
BN57R	21.3
C33R-UC	3.9
C43R-UC	5.3
C53R-UC	6.8
C63R-UC	8.2
B35R	13.9
B45R	18.9
B55R	23.9
B65R	29.0

What Will Be Displayed?

MODEL	BEVERAGE CAPACITY
B37R	347
B47R	471
B57R	595
B67R	719

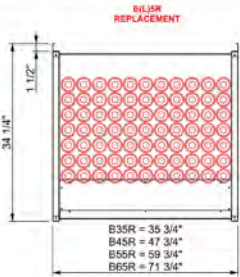


MODEL	BEVERAGE CAPACITY
BN37R	220
BN47R	300
BN57R	380

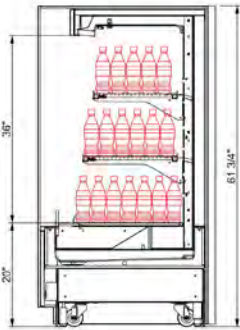


What Will Be Displayed?

MODEL	20 OZ BOTTLE CAPACITY
B35R	198
B45R	270
B55R	342
B65R	414

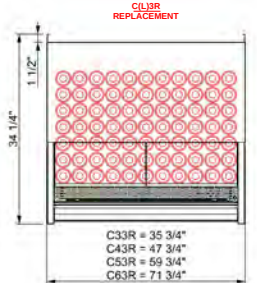


PLAN VIEW

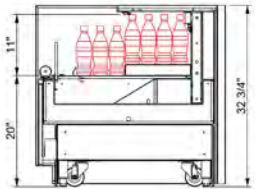


SIDE SECTION VIEW

MODEL	20 OZ BOTTLE CAPACITY
C33R	77
C43R	105
C53R	133
C63R	161



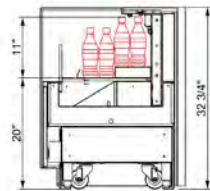
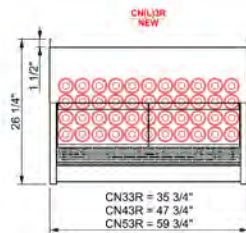
PLAN VIEW

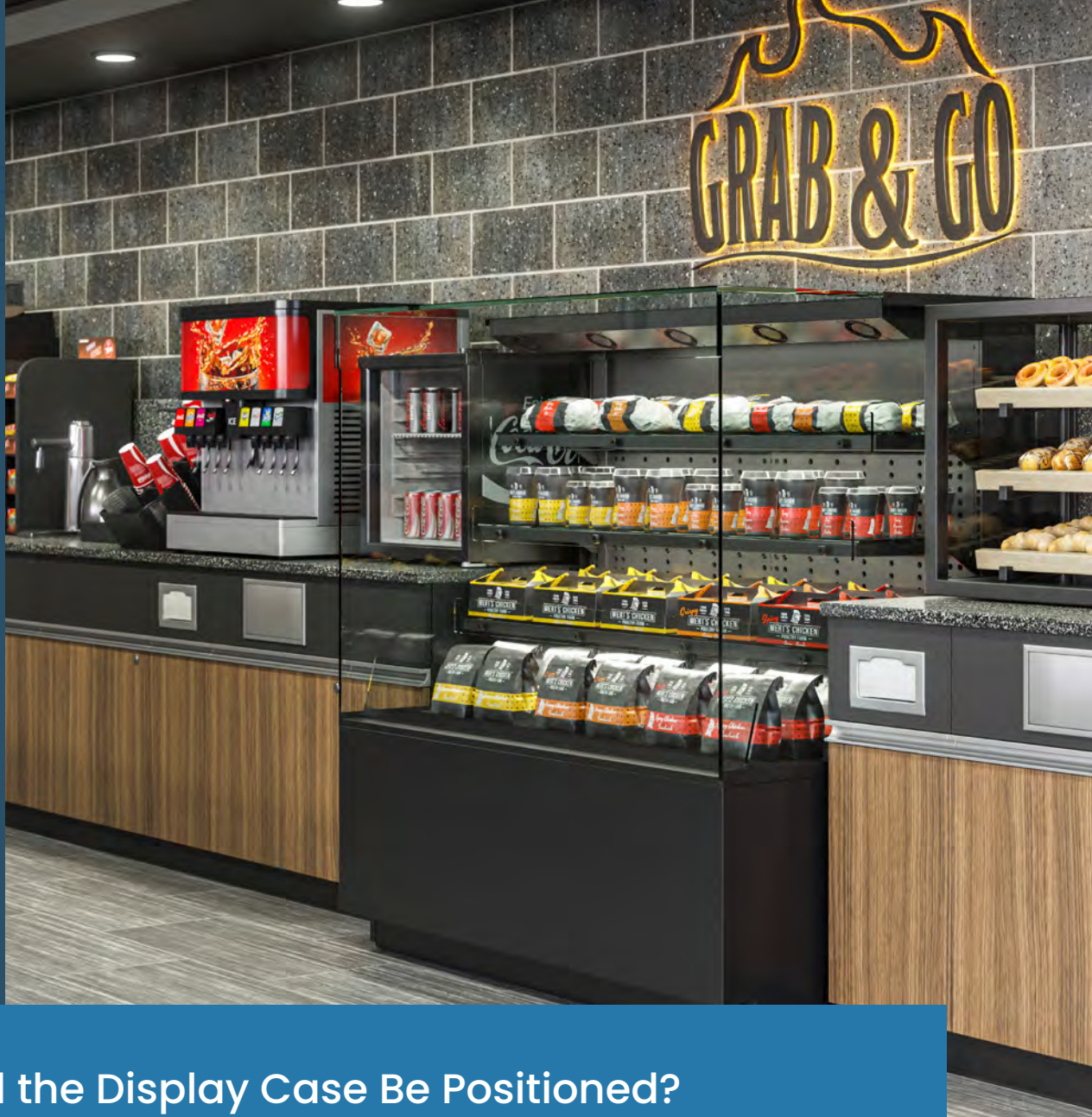


SIDE SECTION VIEW

What Will Be Displayed?

MODEL	ELECTRICAL REQUIREMENTS
CN33R	44
CN43R	60
CN53R	76





Where Will the Display Case Be Positioned?

Consider where the display case will be positioned relative to walls, ceilings, HVAC vents, windows and other equipment discharging warm air.

Stay 5' away from an exterior window

Direct sunlight increases the heat load on the front of the display resulting in the refrigeration system having to work harder and possible condensation on the case.

Remain 10' away from HVAC ceiling vents

Air blowing on the front of the display interrupts the air curtain and causes product temperatures to increase. With service display cases that have a glass front, air blowing on the front glass causes condensation to develop.

Position the display 15' away from exterior doors

Air drafts from the front exterior doors interrupt the air curtain, allowing warm air to penetrate the inside of the display, which in turn affects product temperature.

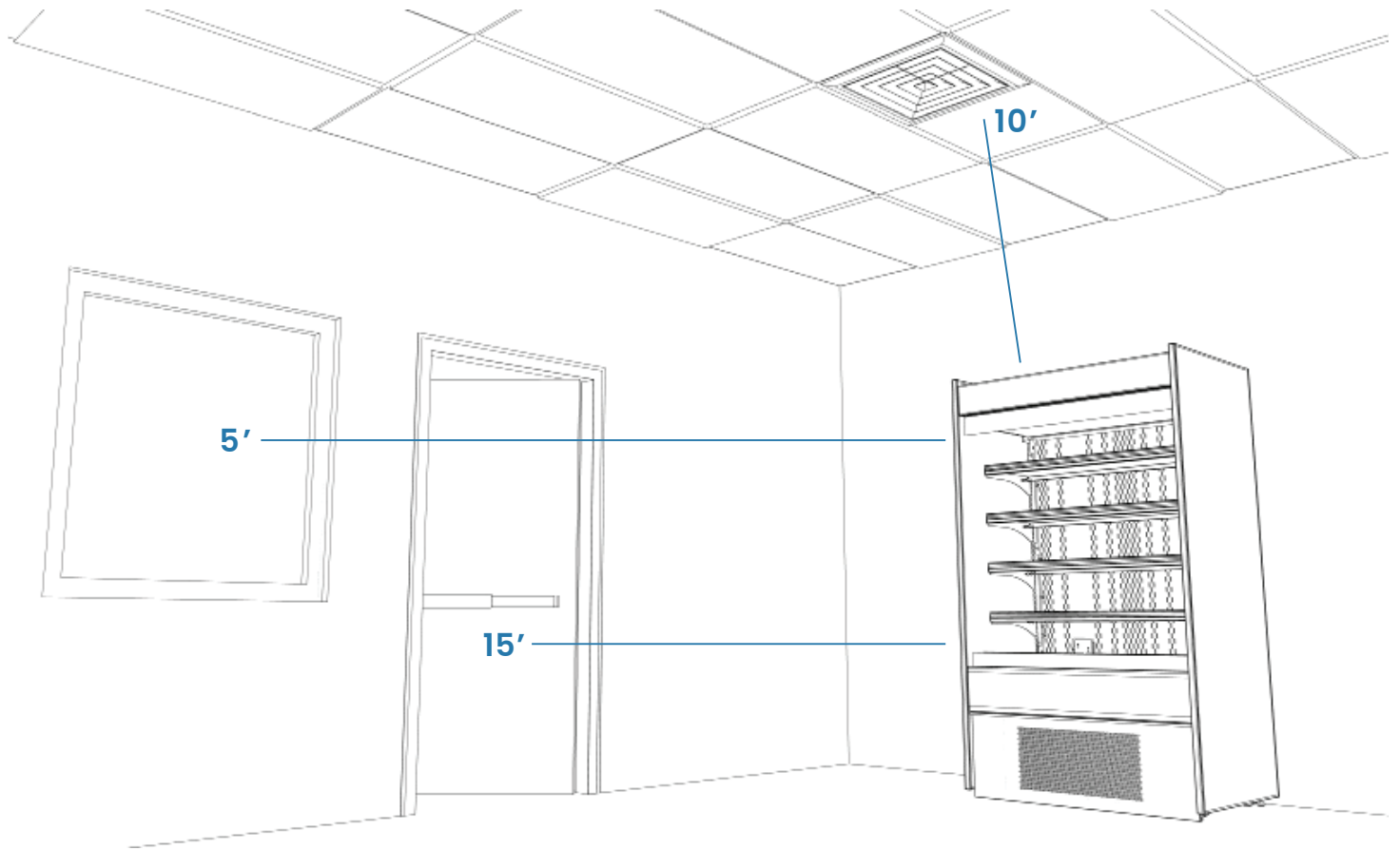
Additional Notes

Minimum 4" clearance to walls & ceilings.

Some models can be positioned tight to the wall & ceiling.

Refer to spec sheets & design guide for further information.

Where Will the Display Case Be Positioned?



Where Will the Display Case Be Positioned?

Consider the temperature and humidity levels of the environment where the display will be operating.

NSF has two operating environment parameters against which food display cases must be tested.

Group Requirement

Type I Cases	Operating in environments that don't exceed 75°F and 55% relative humidity. At a minimum, all display cases must pass this criterion.
Type II Cases	Operating in higher ambient conditions up to 80°F and 55% relative humidity.

Additional Notes

All food display cases are required to pass NSF Type I testing criteria.

Most foodservice environments exceed 75°F and 55% relative humidity during some part, if not most, of the day. This causes condensation to develop on the exterior of the display and/or water to overflow on the floor due to the evaporator pan not being able to keep up.

Be sure to consider the impact that an energy management system or smart thermostat plays on the temperature and humidity of the environment over a 24-hour period. The display case is running 24/7 and will be affected by temperature adjustments made during the evening and weekends.

Look for food display equipment that is designed to operate in NSF Type II conditions, especially when specifying refrigerated air screen grab & go models. Solutions are available to accommodate ambient conditions that exceed 75°F and 55% relative humidity to help alleviate the symptoms described above.

Consider adding a night curtain or security cover to help offset higher ambient temperatures overnight. These accessories help keep warmer ambient air from entering the refrigerated zone and provide an added bonus of energy savings.

Note: If operating conditions are too extreme, exterior condensation will be an issue regardless of whether the display case is designed for Type II environments.





How to Create an Eye-Catching Display

Product placement is a visual merchandising technique in which products are placed thoughtfully throughout a store in an effort to draw attention to them so that, ultimately, customers will be more likely to purchase them.

Behind building the most innovative, energy-saving merchandisers with the shortest lead times in the industry, our goal has been to continually help our customers capture the attention of their shoppers, connect with them through the presentation of the fresh food displayed inside, and convince them to purchase.

By creating a showplace where your products will be seen, heard, and valued by your shoppers, our displays and visual merchandising expertise entice, excite, and enhance the buying experience resulting in driving more unplanned and incremental purchases and increased basket sizes.

Implement Best Practices For Strategic Product Placement

Cross merchandise with complementary items by putting commonly bought goods in the same area increases the likelihood that shoppers will purchase multiple products.



Encourage more high-end purchases by having more expensive items on levels where the shoppers are most likely to see them and less expensive options below or above their line of sight.

Display impulse-buy products around your cash wrap as customers are likely to grab without much thought. This will keep people shopping and promote more units per transaction.

Optimize Sales And Customer Engagement

Highlight best sellers to draw customers in and then place slower sellers in their vicinity to boost visibility.



Avoiding unused space will also help keep your customers visually interested. The more you can maximize your customer's exposure to your products, the more likely they are to find something they want, and ultimately, make a purchase.

Entice customers to enter your store by placing key products near your entrance, and then force them to move through your entire space and see all that you have to offer by putting additional best-selling items toward the rear.

How to Create an Eye-Catching Display

Explore our tips on optimizing Structural Concepts displays, focusing on upright areas, lower shelves, wells/risers, and curved ends to enhance product visibility and boost sales.



Self Service

Create a wall of beverages with grab & go merchandisers to increase impulse sales.

Models are available that offer zero clearance ventilation for the refrigeration system to allow for a completely built-in look.

Add grab & go models behind a prep counter to keep unpackaged fresh food within easy reach.



Island

Add a dual sided grab & go to serve twice as many customers at one time.

End Cap

Utilize end cap space for high margin grab & go food products.

Perfect near POS locations.

Low profile height increases sight lines.



How to Create an Eye-Catching Display



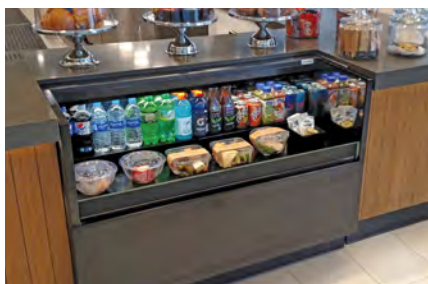
Upright Areas

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



Lower Shelves

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



Wells/Risers

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

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

How to Create an Eye-Catching Display



Undercounter

Position a grab & go display in between the POS counter or under the counter for additional sales opportunities.



Combination Case



Service Case

Make use of all your space by adding additional products on top of the counter behind your undercounter unit to increase sales opportunity within the same footprint.

How to Create an Eye-Catching Display



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



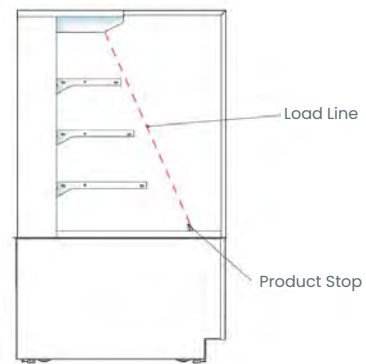
Best Practices for Grab & Go Merchandisers

Food safety and efficient operations are important when displaying and selling fresh foods.



Stay on Top of It

Attentiveness and an each “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.

Best Practices for Grab & Go Merchandisers



Avoid Weak Eyelevel Items

Highly perishable fresh items may cue “freshness” and promote sell through in the most premium selling spaces.



Prevent Unmanicured Sets

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



Avoid Out of Stocks

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



Categorize the Case Set

Group similar items categorically together whenever possible by type, height, packaging, etc.

Best Practices for Service Merchandisers

Food safety and efficient operations are important when displaying and selling fresh foods.



Merchandise Above

A few key items, without clutter can add sales space, but don't block employee interaction with shoppers.



Dress the Case

Adding minimalistic props can deliver creativity to engage shoppers.



Keep it Easy

Complicated daily set up or challenging to serve from displays can will prevent a seamless guest-serving experience.



Consider the Serving Vessels

Before selection, review "fit" for the items you're selling, business volume, food safety, product visibility, ease of service, etc.



Overcome Packaging

The method and angle of propping up otherwise flat packaging for full viewing can be beneficial.



Level Up Messaging

The color and messaging of signage or callouts can call guests to action.

Merchandising Tips



Service Display Case

Double-tier or angle products, where applicable, to fill vertical space. Often teams struggle to fill for fear of loss, or lack of willingness.

Consider risers and props to create interest. Using risers may require removing 1-2 shelves to gain the space for vertical tools.

Push products forward towards the front of the glass. All too often it's easier to keep items towards the back access door for their convenience, however this can limit sales.



Merchandising Tips



Glass Display Areas

Consider how to fill the visual space behind the glass as much as reasonably possible.

Think in terms of $\frac{1}{2}$, $\frac{1}{3}$ s or $\frac{1}{4}$ s (longer cases) and merchandise larger sections of key items in each of these spaces.

Merchandise larger items in front (towards the glass case). Spread out, keep same items stacked or close together to minimize dead space in between to form a visual "block" of a given item.

Two tiers of products is likely max in many cases without "over doing it." Use food safe risers to elevate the 2nd row of items at a height substantial enough to fully present the food effectively.

Open Air Merchandising

Chose items with a great top view (such as clear plastic or incredible messaging / labeling) as customer look downward.

Angle Items forward and upward where feasible.



Merchandising Tips



Undercounter Display Case

Built-in cases are smaller conditioned spaces and below the shopper's waist.

Outfitting and merchandising these areas well becomes even more critical.

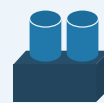
Ensure products are not blocking air intake vents like those shown above.

Undercounter cases thrive with products featuring both strong side and top views.

Prioritize taller or higher stacked items in the 2nd row to ensure guests can see variety of options within case.



Double
Stacking

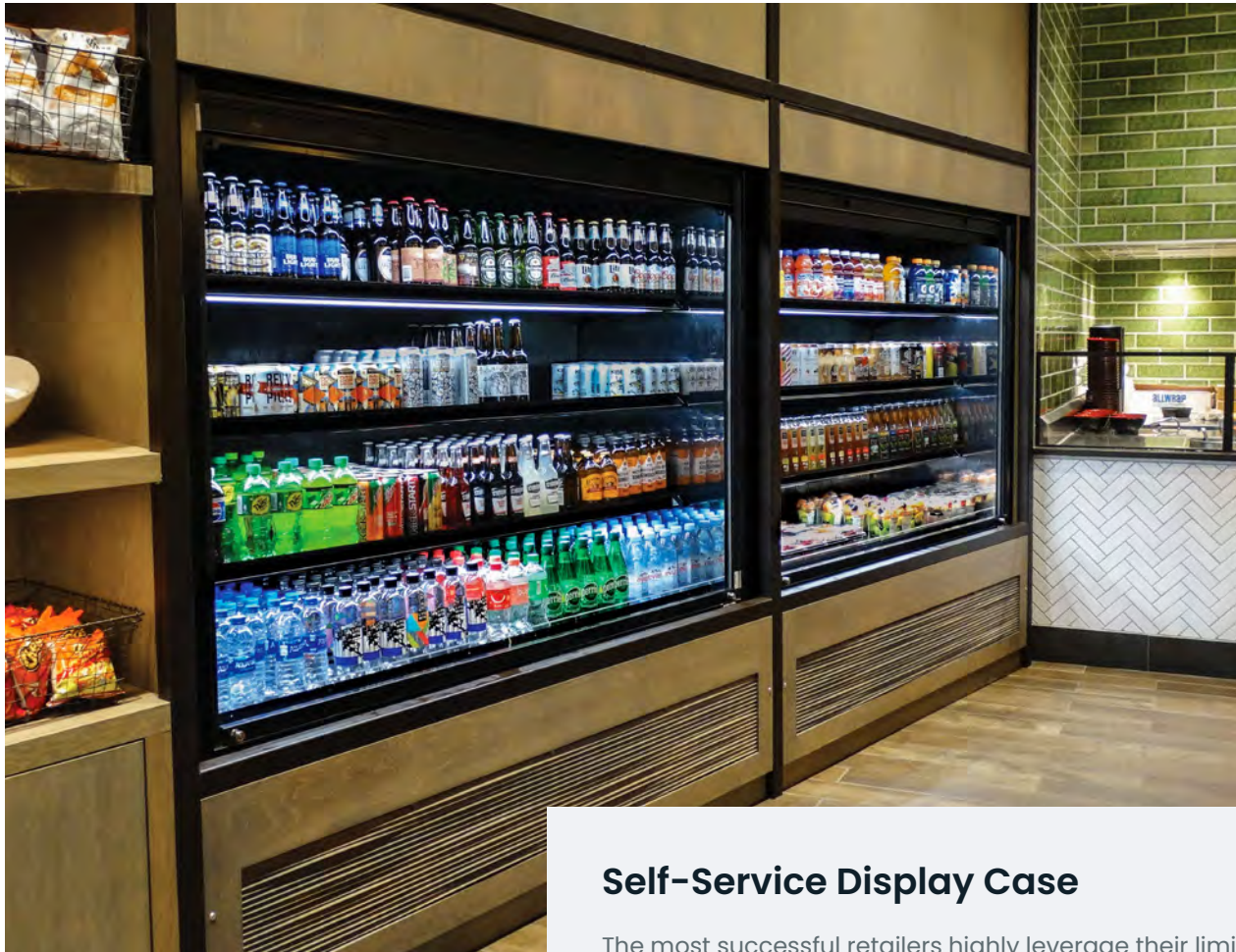


Using
Risers



Shorter Items
to Front

Merchandising Tips



Self-Service Display Case

The most successful retailers highly leverage their limited refrigerated space.

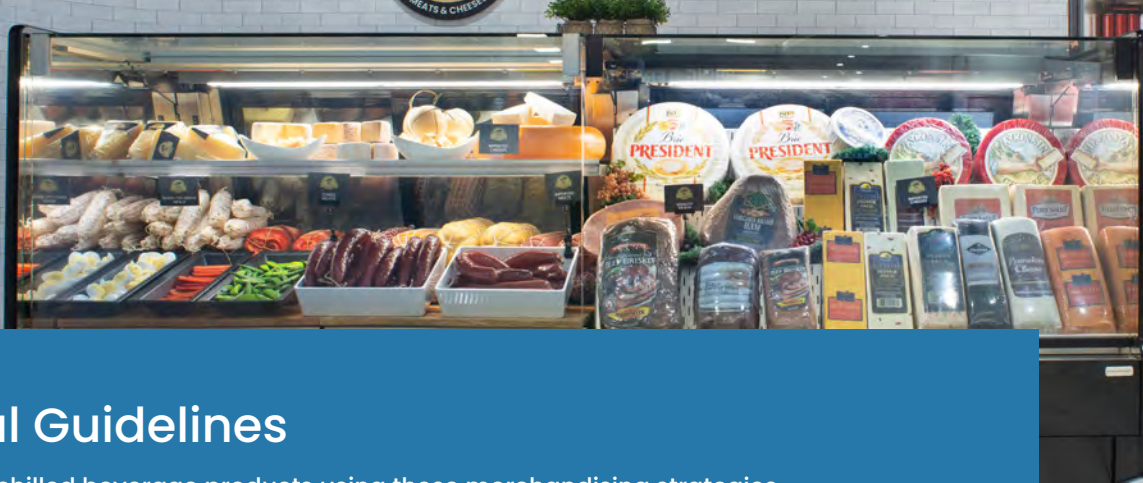
Consider unique factors of your mix and adjust accordingly.

If you offer soda in cans and bottles, it's likely better to minimize gaps and keep cans with other cans, rather than soda bottles to aid the overall visual of the case set.

Keep canned sodas, sparkling waters, or beer together, respectively on a can only shelf when possible.

Packaging with compelling side views highlights freshness. Where possible, packages are substantially tilted towards the customer to effectively entice potential shoppers.





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

Discover the key factors for creating an effective retail environment including store layout, refrigeration units, traffic flow, and market demographics to establish successful merchandising goals and drive value with shoppers.



With the creation of our Retail Experience Fresh Food Inspiration Team (ReFFIT), which has brought together our shopper insights and industrial design functions with our product line development and management teams, our experts are dreaming up actionable solutions in an ever-changing market that will deliver retail growth for our partners.



LEARN MORE ABOUT FRESH PERSPECTIVES

structuralconcepts.com/fresh-perspectives

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DELIVERING FRESH. ALWAYS.™

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