

GROCERY STORE TOUR

FLOWERS

LOCATION *Just inside the entrance*
WHY? Flowers can enhance the image of a store. The vibrant colors and fragrant smell of flowers create the feeling of “freshness” and boosts the shopper’s confidence in the store.

PRODUCE

LOCATION *Immediately past the flowers*
WHY? The bright colors excite the eye and tempt the shopper to purchase more produce. This creates a tempting sensory experience.

TIP Most produce deliveries come Monday-Friday, so purchase during the week for the freshest produce. Also, dig to the back to find the freshest selection, since the items placed at the top within reach have been there the longest.

BAKERY

LOCATION *In the corner beyond the entrance*
WHY? The smell of freshly baked breads, cakes, and cookies stimulates the salivary glands and causes the shoppers to be hungry, which often causes them to buy more.

TIP Shop after a meal or snack. NEVER go to the grocery store hungry!

DELI OR COFFEE BAR

LOCATION *In one of the front corners*
WHY? If you’re hungry for lunch, you will shop in a hurry. But if you can have lunch right in the store, you are likely to relax and stay longer, therefore buying more products.

DAIRY, EGGS, MEAT (AND OTHER STAPLES)

LOCATION *Along the back wall of the store*
WHY? Stores typically place these items in the farthest reaches of the store to expose customers to the maximum amount of product in their “quick trip” so they will impulsively buy other things.

FROZEN FOOD

LOCATION *Along the side, back wall, or in center aisles*
WHY? The frozen section is generally located close to the registers or on the back left wall because this food is typically picked up towards the end of a shopping trip to keep frozen as long as possible.

TIP Frozen foods often get a bad rap for being processed junk food, but some of the healthiest foods in the market are in the freezer section. The minute a fruit or veggie is picked, it begins to lose nutrients, so exactly when it’s plucked, and how long after harvesting you eat it, impacts its nutritional value. Because more frozen fruits and veggies are frozen shortly after they’re harvested, they’re allowed to fully ripen, which means they’re full of vitamins, minerals, and antioxidants, and freezing “locks in” many of their nutrients. Just be sure to steer clear of the ice cream section!

GENERAL MERCHANDISE (COOKING INGREDIENTS AND CANNED GOODS)

LOCATION *In the center aisles*
WHY? To draw customers deeper into the market and expose them to nonessential items along the way.

TIP Stay focused by making a list beforehand. Learn to read nutrition labels and compare products to make the healthiest choice.

END CAP DISPLAYS

LOCATION *End of aisles*
WHY? Product manufacturers pay for prominent “end cap” placement - on the ends of aisles - to advertise their new or popular products.

IMPULSE BUYS (CANDY, MAGAZINES, ETC.)

LOCATION *Beside the registers*
WHY? To turn waiting time into buying time. This can be the most profitable area of the store.

TIP: FOLLOW THE PERIMETER

Grocery managers want to maximize your time in their store by having you travel down as many aisles as possible. Most of the processed foods are found in the center aisles, therefore keeping to the perimeter will prevent you from being tempted by the cookie aisle.

