

A new style of Product Merchandising

Packaged fresh foods are experiencing growth across Europe as the latest display solutions improve customer shopping experience.

The demand for freshness and need to disclose more information about food origins is resulting in a shift from serve-over counters to fresh, packaged goods in European markets. Packaged products sold by weight are experiencing strong growth and are acquiring more space within stores compared to staffed service counters. Merchandising

plays a key role for better visibility of product packaging and making date rotation easier.

According to Nielsen, fixed weight, pre-packed food is seeing sales increases in many areas, such as meat. Where deli-meats recorded +1.3% growth in 2016 pre-packed foods reported +2.8%. There are many reasons for the

growth – products better satisfy the demand for freshness and provide more information on the label. European stores are being reorganised according to this trend, giving less space to serve over counters and more to packaged foods. 2016 saw growth in pre-packaged food sales in fruit and veg ranges, highlighting the growing popularity.



Conad: a flexible display

Alberto Raggi, Group Category Manager, explains how Conad Central North handles their fresh packaged displays: "Our thoughts and actions reflect the quite heterogeneous characteristics of sales network. For every channel we have functional clustering arranged in linear meters from the various stores. The result has been a foundational solution that can be adapted to meet various needs. In addition to the division between Superstore, Conad and City, we have a segmentation of 6 different clusters: One for the Superstores (we're working to add another segment for surfaces over 2500 meters), three for Conads and two for the small surface stores. Each solution provides a physical dimension (number of sections) and a specific number of references. Each product category has also homogeneous exhibition criteria in each cluster for example, horizontal display by typology and subdivided by brand. Obviously, we also keep track of suppliers managed by display units".

Lactalis: maximizing cheese sales

French people love cheese: their annual consumption of approximately 24 kg per-capita puts them amongst the top in the world. Overall, the cheese category, with 4.7 billion Euros turnover, accounts for 6% of the total food sold by French retailers.

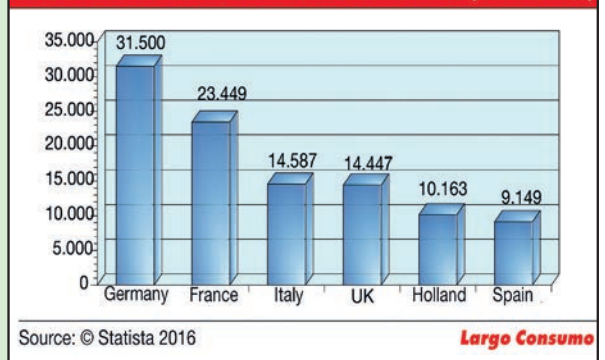
We asked Jean Philippe Gateau, Head of Sales Development at Lactalis, to tell us more about managing a store in such a high-performing sector as the one in France.

"We recommend to organise the cheese category shelves according to consumer use : the most traditional one and still very common in France is End of meal cheeses (48% of the volumes, slightly decreasing), the second most important is cooking cheeses (33%) and the third one is snacking cheeses (17%), both growing uses. The last, smallest and decreasing segment is the

low fat cheese (2%). Our goal is to help retailers to develop the category".

Fridge cabinets with glass doors for fresh products, introduced several years ago by French retailers to reduce environmental impact, have constituted a real design innovation for the companies making them. They have also signalled a turning point for suppliers in terms of how the category is managed. "The challenge," Jean-Philippe Gateau confirms, "is to offer retailers targeted merchandising solutions, starting with an effective layout of products, and using clear and eye-catching signs to help consumers find their way through the shelves".

TEMP. CONTROLLED FOOD MARKET: FRESH AND REFRIGERATED SALES 2015: (min euros)



EMOTIONAL SHOPPING EXPERIENCE TO STRENGTHEN SALES

Epta and Lactalis present the "Allée des Fromages" at EuroShop, a project that will "revolutionize" the display of packaged dairy

The response to the expanding packaged fresh food market is represented by **striking**, and **attractive** trends in product display, like the "Allée des Fromages" Epta is presenting at EuroShop 2017. This is a project developed with **Lactalis**, the worldwide leader in the dairy industry, who is introducing considerable innovation in the sector.

The goal is to propose a visual merchandising solution that can give the consumer an **engaging shopping experience**, created by refrigeration units designed to **showcase product**, stimulate a **more emotional approach** to the category, and develop sales.

THE "WOW FACTOR" FOR CONSUMERS

This authentic "dramatization" of the aisle is intended to generate a "wow factor", which shows the consumer all the richness, variety and breadth of the world of cheese.

AN ABSOLUTELY INNOVATIVE CONCEPT

The project is aimed at promoting a rich and diverse category, which alone in France is worth 6% of the entire turnover for food. For this reason, Epta has designed hi-tech vertical cabinets with varying depths in a unique broken line, designed to engage the consumer through a range of the offer, segmented into 4 categories according to their intended use. Projectors highlight information and the range is divided by a colour code system. In detail, cheeses are divided into: **End of meal cheeses**, for the end of the meal, **Healthy cheeses**, for people who care about their health, **Snacking cheeses**, for sandwiches and appetizers and **Cooking cheeses** for food preparations. Dedicated internal fittings and display accessories present specific products which need to be highlighted.



CLOSED CABINETS STIMULATING IMPULSE BUYING

Cabinets with glass doors become a tool for creating new opportunities to develop the category, proposing an easier-to-read display of varied product range, adding value to promotional activities and ultimately encouraging impulse buying.

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