



VISUAL MERCHANDISING

Food and Deli

The main goal in visual merchandising for the food and deli sector is creating displays that encourage customers to buy more than what is on their shopping lists.

How do you turn your products into a feast for the eye as well as the stomach?

PRESENTATION

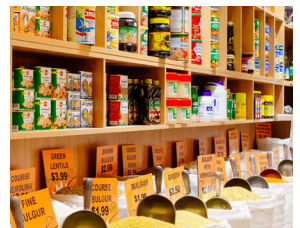
It's important that food is presented neatly, enticing the customer into the store. For Delis and grocery stores, an effective strategy is helping the customer to imagine what the ingredients will look like when used in a meal.

Package goods can be used as props to add character in displays. It's best if they are accessible to the customer, but make sure you maintain the display to keep it full and inviting. Ensure all displays are well-lit for maximum visibility.



HEIGHT

Delis and grocery stores often have high shelving for storage. Be sure to keep your featured items at eye-level, and consider the needs of your customers – do you require step ladders to access stock?



HOT ZONES

Consider where in your store your Hot Zones are – which part of the store draws the eye? These are the best places to showcase your new products or featured items. Truffles anyone?



TICKETING

All display items should be well ticketed, with a product description, price and any other relevant information. Be sure to keep the design of labels consistent.



SIGNAGE

Finally, consider the messages on your signs. Do your product displays and signage draw customers into your shop? Think about how your customers will move through the space – how can they be encouraged to stay longer and buy more?



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