

**PROFESSOR
PROFIT SAYS
C-STORE BEST
PRACTICES
IMPROVE:**



**FOOT
TRAFFIC!**

SALES!

PROFITS!

**WHY ARE
CUSTOMERS
LOYAL
TO THE BEST STORES?
#13 OPTIMIZED SNACKS!
PART 1**

STOP!!!

Subscribe Now to:
NACS Magazine
(nacsonline.com)
Convenience Store News
(cstorenews.com)
Convenience Store Decisions
(cstoredecisions.com)
These & Others Are Often
FREE!!!

**There Are
Two Common
Mistakes When
Selling
Snacks**

**Carrying Too
Much Variety,
Causing
Under-Inventory &
Lost Profitability on
Top-Selling
SKU's**

**Not
Organizing
Snacks by
Consumer Needs &
Whenever Possible,
By Daypart.**

Your Snack Section Can Be Your Friend,
And Generate Big Sales in the End.
If You Carry the Right Stuff,
Get Rid of the Fluff,
And Follow Good Merchandising Trends.

The Best Stores:

- > Establish Clear Criteria for Space Allocation and Use Those Criteria When Determining Which Products to Remove, Typically Those that are Not Earning Their Shelf Space.
- > Make Sure the Section Is Across from the Cold Box, or in a Highly Visible, High-traffic Aisle.
- > Have a Variety That Includes Meat Snacks, Snack Mixes, Snack Nuts/Seeds, Trail Mix, Microwave, Ready-to-Eat & Kernel Popcorn; Canister & Natural/Organic Chips, and Rice Cakes.
- > Merchandise Like-Type Categories Together to Maximize the Shopping Experience & Make It Easier for Shoppers to Find What They're Looking For. E.G., pulling Together All Salty Snacks.

Thanks to Convenience Store News, February 2015

Standard Distributing Co.



Celebrating Over 100 Years

