



# Displaying Healthy Foods in Your Store

Displaying healthy foods prominently will attract customers' attention and generate sales. The layout of your store and the ways you highlight products affect your customers' shopping experience. Make the healthy choice the easy choice for your customers by following these tips to showcase your store's healthy foods.



## PRODUCE

- **Prominently display produce at the front of the store.** The bright colors of fresh produce will catch your customer's attention as they enter the store, and the items will sell faster.
- **Always display quality produce in a clean, attractive case or basket.** What can you do with slightly bruised or overripe produce? Create a separate area (away from fresh produce displays) where you can sell blemished fruits and vegetables at a markdown.
- **Remove overripe produce daily.** Doing so creates a more attractive display and protects your other fruits and vegetables from ripening too quickly.
- **Offer recipes next to fresh produce.**
- **Keep displays full.** Display produce in attractive piles large enough to draw attention. Abundant displays make the products appear to be popular.

## ON THE SHELVES

- **Place the healthiest products** – such as low-sodium canned goods, dried beans or whole-wheat products – **just below eye-level.** When these healthy products are placed too high or too low, customers will miss them.
- **“Face” product.** Align products to the outer edge of the shelf to make the shelves tidier and the products easier to find.

## REFRIGERATION

- **Put healthy options such as fruits, vegetables and low-fat dairy products in the same cooler** when possible. Other healthy beverages, such as water and 100% juices, could also be stored in this healthy cooler.
- **Display water and low-calorie drinks at eye-level.**
- **Keep citrus cold.** Keep limes, lemons, oranges and other fruits in the refrigerator to retain freshness.
- **Create a healthy end cap or other special displays** to catch customers' attention and to highlight healthy inventory.



**DID YOU KNOW** that bananas are the biggest impulse buy in a store? Stock bananas right by your cash register so customers can add one to their purchase at the last minute.



## SIGNS MATTER

- **Signs and shelf talkers point customers to the healthier choice on a shelf.** Use colorful promotional signs such as the Stock Healthy, Shop Healthy shelf talkers and channel strips.
- **Highlight local produce, cheese and meat.**
- **Hang a large sign promoting Stock Healthy, Shop Healthy or healthy eating** on the front door or in the front window to let customers know your store sells healthy items.
- **Spruce up the outside of your store to attract new customers.** Catch the attention of passersby with a banner, flag banner or new sign.
- **Offer recipes to go with the items.** A good source for healthy recipes is <https://whatscooking.fns.usda.gov>.
- **Bring in new items and highlight them.** Customers like to see new items and try new things. Create signs and mark items as “New!” so that customers immediately see the new product.



## PLACEMENT MATTERS

- **Place popular fresh produce and granola bars by the checkout** — the most profitable area in a store.
- **Place promoted products in prominent locations near the front of the store.**
- **Place healthier foods where they can be easily seen and reached.**

## PERCEPTION ENHANCERS

- **Stock heavy.** Plentiful inventory influences customers' perceptions about your store.
- **Use price reductions and taste testing** to increase sales of unfamiliar healthier foods.

## CROSS-MERCHANDISE

Remind your customers how well healthy foods from different categories can go together by grouping them in a display. Many holidays, seasons and even sporting events have food pairings that make sense.

- **Super Bowl Sunday** — red beans and brown rice
- **Valentine's Day** — strawberries (fresh or frozen) and whipped cream
- **St. Patrick's Day** — potatoes and cabbage
- **Easter** — eggs and asparagus
- **Mother's Day** — eggs and whole-grain bread
- **Father's Day** — corn on the cob and chicken
- **Fourth of July** — watermelon and other seasonal fruits
- **Tailgating parties** — raw vegetables and low-fat ranch dressing
- **Thanksgiving** — sweet potatoes and cranberries
- **Winter holidays** — dried fruit and nuts