



# Creating a Healthy End Cap in Your Store

End caps are a prime piece of real estate in a store. They serve two purposes: to highlight products and to boost sales. Be sure to use them to do both for your healthy food items.

To ensure that customers see your new healthy foods, consider highlighting the items with vibrant, eye-catching end caps. Use Stock Healthy, Shop Healthy (SHSH) signs and other resources to draw your customers' attention to the display. This guide provides tips for the best way to set up your Stock Healthy, Shop Healthy end cap.

## TOP:

The top is where you promote your products with eye-catching signs so that customers take notice. Use SHSH signage as part of your display to establish a theme for the end-cap. (If you would like different size signs, contact your MU Extension nutrition specialist.)

## MIDDLE/CORE:

The middle area is core to your display. Use it to showcase your products.

- Don't overcrowd this space.
- If not all items on the end cap will be healthy, be sure to keep the healthy items at eye level.
- Use SHSH channel strips and shelf talkers that apply to any of the healthy items on display.
- Place smaller items in the front and bigger items toward the back.

## BOTTOM:

The bottom is where you put extra product so that customers have easy access to it. As with the core section, don't overcrowd it.



## CAPPING IT OFF

- **Showcase several healthy items that go together.** For example, a healthy snack display could contain granola bars, low-sodium nuts and pretzels, and fruits such as apples, bananas and oranges.
- **Hold taste tests or provide free samples** of items showcased on your healthy end cap.

