



CROSS MERCHANDISING

IN THE PRODUCE DEPARTMENT

WHAT IS CROSS MERCHANDISING



GROUPING ITEMS FROM VARIOUS
CATEGORIES TOGETHER IN ONE
DISPLAY TO SELL TOGETHER

ADVANTAGES

- CAN HELP PROMOTE UNDERSELLING ITEMS
- BY CROSS-MERCHANDISING FULL PRICE ITEMS WITH SALES ITEMS, YOU CAN BUILD YOUR MARGINS
- MAKES THE SHOPPING EXPERIENCE FOR THE CUSTOMERS MORE CONVENIENT
- RAISES SALES AS CUSTOMERS MAY GRAB AN ITEM THEY WOULDN'T HAVE SOUGHT OUT
- ENCOURAGES CUSTOMERS TO TRY NEW ITEMS AND BRANDS



CROSS MERCHANDISING WITHIN THE DEPARTMENT



DISPLAYING SPICE MIXES OR PACKETS WITH THE PRODUCE ITEMS THEY ARE USED WITH CAN BE A GREAT WAY TO IMPROVE MOVEMENT .

A SALE ON SALADS OR LETTUCE OPENS UP MANY CROSS MERCHANDISING OPPORTUNITIES. SLOW MOVERS LIKE SALAD DRESSING AND CROUTONS OFTEN HAVE HIGHER MARGINS .
CREATE A ONE STOP SHOP FOR ALL THEIR SALAD NEEDS !



HOLIDAY CROSS MERCHANDISING

HOLIDAYS LIKE ST. PATTYS DAY AND THANKSGIVING
CREATE A GREAT OPPORTUNITY TO MAKE AN IMPACT WITH
YOUR CROSS MERCHANDISING

FOR VALENTINES DAY OR MOTHERS DAY MAKE SURE YOU
MIX SOME FLORAL AND DIPPED BERRIES IN WITH YOUR
STRAWBERRY DISPLAYS

MAKE SURE TO THROW IN SOME HIGH MARGIN PREPARED
ITEMS TOO!



TAKE IT OUT OF PRODUCE



THE OPPORTUNITIES ARE ENDLESS!

- BERRIES IN THE BAKERY
- SLICING TOMATOES AND LETTUCE BY THE BACON
- POTATOES OR CORN BY A GRILLING DISPLAY
- ORANGES, LEMONS, AND LIMES IN THE LIQUOR DEPARTMENT
- A BANANA RACK IN THE CEREAL AISLE
- WATERMELONS BY THE FRONT DOORS IN SUMMER
- FRESH HERBS BY THE TURKEYS FOR THANKSGIVING

MAKE SURE ANY DISPLAY SET UP OUTSIDE OF DEPARTMENT IS MAINTAINED TO ENSURE GREAT SALES OPPORTUNITIES !

PUSH THE CUTS

ADDING CUT ITEMS TO A DISPLAY CAN HAVE A HUGE EFFECT ON SALES. A CUSTOMER IS MORE LIKELY TO PURCHASE AN ITEM IF THEY CAN SEE WHAT THE PRODUCT LOOKS LIKE BEFOREHAND!

- TRIMMED CORN WITH YOUR FRESH CORN
- CORED PINEAPPLES WITH YOUR WHOLE DISPLAY
- WATERMELON QUARTERS AND HALVES BY YOUR WHOLE WATERMELONS

IT ALSO ENCOURAGES PEOPLE TO BUY THE HIGHER MARGIN PREPARED ITEMS!

