



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 !



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!

