WHITE PAPER

Grab-and-Go Single-Serve Beverage Merchandising @ Retail
Designing, Building, and Executing for Maximum Effectiveness
Introduction

PSYCHOLOGY TELLS US temporary goals can be triggered by the environment (e.g., the smell of freshly baked bread activates the goal to eat) or by a deficiency (e.g., dehydration triggers the goal to drink). There are numerous situations that can trigger a temporary goal; sometimes marketers can activate them, while at other times they can present their brand and product as the best way to address them. And what better way to satisfy the goal of thirst than to have a grab-and-go beverage when shoppers need it and where they least expect it. Once located primarily in the checkout area, single-serve beverages are now enjoyed throughout the entire retail establishment.

DRIVING IMPULSE PURCHASES

A recent Global Packaging market research study from The Association for Driving impulse purchases the entire retail establishment. It and where they least expect it. once located primarily in the checkout area, single-serve beverages are now enjoyed throughout way to address them. And what better way to satisfy the goal of thirst than to have a grab-and-go beverage when shoppers need it and where they least expect it. Once located primarily in the checkout area, single-serve beverages are now enjoyed throughout the entire retail establishment.

Packaging and Processing technologies, found that customers tend to pick up grab-and-go foods for purchase as an impulse. Retailers and brands can capitalize on this impulse spending while finding ways to implement environmentally friendly messages and customizable elements into foodservice packaging. Grab-and-go programs for product in a growing category is one way to increase incremental sales for both brands and retailers.

Packaging to Be More sustainable addresses this threat of consciousness behaviors and purchases. Consumers want companies to be more thoughtful about their packaging and resources. In the report, according to Jenny Zegler, Associate Director of Mintel Food & Drink “tomorrow’s conscious consumers will be looking for eco-friendly packaging and products while also seeking guidance on how to make their diets more sustainable.”

In his article, 7 Important Factors that will Shape the Future of the Convenience Retail, Jeff Williams, SVP of Retail and U.S. Industry Relations for Nielsen, lists seven factors that will shape the future of convenience shopping. Prediction 7: Convenience Players Will Re-imagine Grab-and-Go Packaging to Be More Sustainable addresses this threat of consciousness consumerism. “Today’s convenience culture feeds into an on-the-go lifestyle, servicing consumers with neatly packaged offerings to literally grab-and-go. However, U.S. consumers are beginning to adopt a zero-waste mindset. In the coming year(s), C-stores will need to address issues linked to waste management, the anti-plastic movement and the rising consumer backlash toward single-use packaging. Retailers that are ahead of the game will be looking to show consumers that they are doing their part to close the sustainability loop and not contributing to the growing packaging problem.”

Companies working in the single-serve beverage arena will need to continually monitor the sustainability movement and work together to combat negative perceptions around the excessive waste produced by single-serve product packaging.

This white paper will look at how brands and retailers can increase impulse purchases of single-serve beverages by offering opportunities for purchase in various locations throughout the store with a targeted grab-and-go campaign. You will see the key steps your company can take to implement a program, the benefits of a compliantly executed program, the key fixtures, displays, and locations used for beverage grab-and-go programs, along with ideas for creating “rest stop” locations within a “non-food” store.
Creating a Successful Grab & Go Program

**A SUCCESSFUL PROGRAM** begins with solid promotional planning. This is the key activity for any retailer or brand to create exposure for a new product, drive trial of an item, and, most critically, drive sales. The marketing strategy is one of the key elements for establishing a solid foundation for a promotional plan. A successful strategy starts with informed customer insights that can be deployed into the promotional plan. To enable efficient promotional plan execution, many details should be considered during the planning stage. Once a compelling offer has been selected, the next step is to determine the mechanism to engage the customer. Developing effective in-store marketing campaigns requires research, resources, and reliable teams. With great design, a clear understanding of display economics, and exceptional execution of all aspects of the display program, retailers and brands can maximize program results.

**GRAB & GO STRATEGIES**

A recent FMI Technomic study shares some key strategies to help implement eye-catching, energy-efficient refrigerated equipment. For more information on types of grab-and-go fixtures and displays, see the section, Grab-and-Go Displays on page 4.

- **Make decisions based on the unit’s overall life cost.** Look beyond an equipment’s initial purchase price to consider the long-term returns an energy-efficient unit would mean for your bottom line in terms of energy saved in annual operating costs.
- **Keep it clean.** Grab-and-go display models are the most energy efficient when operators execute proper clearance around the unit; that means allowing for breathing room to prevent the condenser from overworking itself in tight spaces.
- **Size matters.** Grab-and-go display units maintain higher levels of energy efficiency when the model has the proper ventilation space, including being surrounded by cool air.
- **Invest in a night cover.** Keep cold air inside and reduce overall energy loss by covering the grab-and-go unit with a night cover.

Benefits of a Grab & Go Program

**CUSTOMERS TODAY EXPECT** to find grab-and-go single-serve beverage stations around the store in Grocery, Mass Merchants, Drug/Pharmacies, and even Dollar Stores. In this day of instant gratification and on-demand consumptions, you also find grab-and-go at Gym/Health Clubs, Car Dealers/Service Centers and Auto Part stores. And, you will also find them in the DIY/Hardware Stores, Arts & Crafts Stores, and your local Garden Center. Grab-and-go programs make for a quick, convenient shopping experience to allow consumers to easily find the beverage items needed to complete their visit.

**HOW BRANDS AND RETAILER USE GRAB & GO PROGRAMS**

<table>
<thead>
<tr>
<th>ATTRACT SHOPPERS TO A PRODUCT</th>
<th>INTRODUCE NEW PRODUCTS</th>
<th>INCREASE PRODUCT SALES</th>
<th>INCREASE CATEGORY SALES</th>
</tr>
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<tbody>
<tr>
<td>Attract shoppers by creating stopping power and standing out at the shelf. These include color, shape, messaging hierarchy, imagery, and shoppability.</td>
<td>Displays are typically designed to inform shoppers about the new product and provide an experience that shows how it could benefit them.</td>
<td>Displays that persuade shoppers to buy the product now and close the deal.</td>
<td>Displays are designed to persuade shoppers to shop the category and increase overall category sales.</td>
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<tr>
<th>CREATE IMPULSE PURCHASE OPPORTUNITIES</th>
<th>CREATE CROSS-SELL OPPORTUNITIES</th>
<th>ENHANCE CO-BRANDING</th>
<th>CREATE BRAND EXPERIENCE &amp; AWARENESS</th>
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<tr>
<td>Displays are designed to persuade shoppers to buy something typically not on their list already. Placement within the store may come into play more than design considerations.</td>
<td>Cross-selling displays create a convenient shopping experience that typically connects the center aisle with the perimeter making it easy to pick up items that go together, similar to online shopping recommendations.</td>
<td>The use of fixtures and displays to cross sell products and preview what shoppers will find down the aisle. This type of co-branded display creates a win-win for the products to co-exist.</td>
<td>Displays designed to inform shoppers by communicating the brand story. They create drama and emotion and provide a glimpse of how the brand is the hero.</td>
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Grab-and-Go Displays

THERE IS AN UNLIMITED supply of options and configurations when it comes to fixtures and displays for creating a grab-and-go single-serve beverage program. Each option can be customized to the specific product, promotional campaign, shopper, and retail location. Many brands and retailers use temporary POP Displays to create beverage impulse purchases around the store. Retailers also use a more permanent fixture in other key areas.

FLOORSTANDS
A two, three, or four-sided display often designed with flexibility to support different types and different combinations of hardware, accessories, or merchandising components. These displays can be constructed of a wide range of materials.

GRAVITY FEED BEVERAGE RACK
Gravity feed displays are a great way to surprise and delight the wandering shopper. These displays are often compact and cost-effective, designed to maximize branding in the crowded retail environment. They create impulse opportunities and come in all sizes to perfectly dispense individually wrapped items such as beverages, candy, vitamins, and more. Typically, a clean-cut fold-out opening allows retailers to simply load the products and let gravity do the work.

MERCHANDISING REACH-IN REFRIGERATORS
For a more permanent program, no matter the retailer, bank, or service center, a carefully crafted and strategically placed fixture can make your customers happy. Display drinks in merchandising reach-in refrigerators, so customers can easily see what you have to offer. Fixed-width trays that are gravity fed or spring fed are common with adjustable-width spring feeds also being used.

AIR CURTAIN MERCHANDISERS
These permanent heavy-duty merchandisers keep foods cold without a door, making it easy for customers to pick up items to purchase. LED interior lighting can be added to showcase on-the-go products. Fixed-width trays that are gravity fed or spring fed are common with adjustable-width spring feeds also being used.

PRODUCT SPOTLIGHT: TRION ZIP TRACK®
Keeping products organized on a shelf, or within a refrigerator or merchandiser, is a key component of a successful merchandising program. The Trion ZipTrack® beverage system does just this and allows retailers to accommodate virtually any single-serve beverage size in endless shelf runs. Each ZipTrack® lane quickly adjusts to fit everything from skinny Red Bulls to oversized Gatorades, while consistently keeping each drink pushed to the shelf front for easy customer choice. This durable American-made system exploits your full shelf depth and eliminates space-wasting gravity feed shelves.

ZIP Track® is a cost-effective merchandising system that maintains and forward faces its product offerings in dedicated lanes at all times. This allows for reduced number of contacts for each can or bottle as customers can clearly see product for sale and easily grab it from the front of a cooler/shelf instead of reaching to the back if a spring fed unit was not in use. Easily add facings with this simple to install and adjust system. Custom spring tensions and lane depths are available to fit any and all shelf and product needs.

ZIP Track® is manufactured from sturdy material for durability and long lasting merchandising life. This system offers a wide range of adjustability for the ever-evolving beverage category and package designs.

It’s not just for coolers or beverages. Use ZIP Track® in multiple categories to showcase many different types of product.

Here are some items to look for in a shelf organization solution.
- **Adjustable widths** to accommodate the widest array of beverage containers.
- **High-quality construction** manufactured from sturdy plastic material for durability and long-lasting merchandising life.
- **Long- and short runs.** Easily fit small grab-n-go coolers or quickly snap on additional lanes for endless runs.
- **Customized length** sized to your shelf specifications for a flush, complete merchandising look.
- **Cost-effective** merchandising system that maintains and fronts its product offerings in place at all times.
Store Location Implications

**ACCORDING TO RICH WILDRICK**, Director of Engineering at Trion Industries, the correct store location and product mix can vary based on where it is being implemented in the store and regional shopping trends. Creating impulse buying and cross-merchandising opportunities can happen anywhere in the store. Floorstands and gravity feed displays can be used for creating last-minute impulse buys at checkout or cross-merchandising situations. A carefully crafted soda floorstand would make a great companion to the salty-snacks aisle or as a mixer in the liquor aisle. The temporary nature of these types of displays is a key benefit as they can be changed out to accommodate different buying seasons (i.e., holiday, Super Bowl, summer) and different marketing campaigns.

More permanent solutions are the merchandising reach-in refrigerators and air curtain merchandisers. These types of refrigerated fixtures are used at most grocery stores and at a variety of mass, drug, and specialty stores. Retailers tend to use the open versions in the produce section stocked with fresh and pre-bottled juices and specialty waters. The closed beverage centers need to be close to a power source and thus they tend to be near the front or back of the store, or at the end of an aisle. A beverage center, appropriately sized for the location and customer base, placed near the coffee station will be a hit with all thirsty customers waiting for a service transaction to be completed.

Satisfying these customers’ short time windows is easier with logical equipment placement. See graphic below for ideas. And most importantly, manage traffic flow with ease with these suggestions from FMI Technomic:

- **Place beverage coolers in places where they won’t disrupt traffic flow.** Avoid busy spots where customers are already waiting in line for something else, such as the meat counter.
- **Make restocking easy.** Stock your floor with coolers that can be refilled from the back, and ensure your POP is durable enough to withstand multiple restocking occasions.
- **Grab customers’ appeal with eye-catching design.** Try implementing shaped or curved merchandising units to mix up classic C-store design.

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2019 OMA Carbonated Drinks – Semi Permanent Gold Award
Dr Pepper Sweet Rewards Beverage Center
Entrant: International Paper Retail
Client: Keurig Dr Pepper

2019 OMA Beverages: Beer Permanent Silver Award
POP-UP Merchandising Rack
Entrant: Merchandising and Marketing Corp
Client: Heineken USA

2019 OMA Supermarket – Semi-Permanent Bronze Award
Last Sips of Summer Floorstand
Entrant: WestRock Merchandising Displays
Client: Coca-Cola North America

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**POTENTIAL LOCATION:**
Racetrack by the Salt–snack Aisle
Liquor Department

**POTENTIAL LOCATION:**
Juice or Produce Departments
Checkout

**POTENTIAL LOCATION:**
Produce Department
Single-serve Juice

**POTENTIAL LOCATION:**
Liquor Department

**POTENTIAL LOCATION:**
Checkout
Curvilinear Smart Snacking
Cashwrap Display
Think Outside the Box: Rest Stop Locations within a Non-grocery Store

**Grab-and-Go Programs Are Common** in almost every retail establishment these days. Most checkout areas have the cooler filled with soda and water, alongside the racks of mini bags of chips, snack, candy, and gum. But, what you don’t see in many retail establishments (outside a car dealership or service establishment) are “rest stop” locations. Places in the “consultative” areas that customers can sit, take a break from their shopping and have a cup of coffee or bottle of the beverage of their choice.

These “rest stops” work best in retail environments where people are in the “going shopping” mode. These shoppers are embarking on an enjoyable shopping expedition, exploring options, and looking for interesting and exciting opportunities. Craft stores, home improvement stores, clothing boutiques, and high-end electronic/appliance stores come to mind—stores where couples, friends, and families shop together or spend more than five minutes making a purchase decision.

Stores like Michaels offer crafting classes, store events, project sheets, store displays that offer a shopping experience that can inspire creativity and build confidence in our customers’ artistic abilities. A grab-and-go display can help create a customer-centric shopping environment.

Stores like Home Depot offer three key areas that scream the need for beverage refreshment: Contractor Consultation Area, Kitchen & Bath Design Center, and the Garden Center. Capture impulse sales while you have a captive audience.
Key Takeaways

A WELL-PLANNED, CAREFULLY EXECUTED grab-and-go program will not only benefit shoppers, but brands and retailers as well.

- **Brands** – increase impulse purchases, thus increasing product sales and also increase brand awareness
- **Retailers** – increase impulse purchases, thus increasing product sales, thus increase basket size. Additionally can drive traffic to desired locations.
- **Shoppers** – A refreshing beverage when they need it, where they need. Because, a satisfied customer is a loyal customer.

DESIGN AND PRODUCTION CONSIDERATIONS
Communication among product team members that ends with complete understanding the scope of the project is of utmost importance for success. Some basic considerations need to be understood before the design, production, and implementation process begins.

1. **Design to target the right audience (aka know your customer)**
   It is vitally important to identify the target shoppers or audience before the design process begins. Retailers must understand who they are, what is important to them, how they think, and where they are in their purchase journey. Focus on clearly communicating the right message in a way that resonates with them and relates to their needs. Answering consumer’s fundamental needs and emotions is much more powerful than simply stating your product’s benefits.

2. **Abide by the specific retailer’s rules and expectations**
   A one-sized merchandising program does not fit within the requirements of all retail chains. Designing programs that will not be allowed on the store floor is a waste of time and money. Brands must understand and keep up to date with the basics of a retailer’s merchandising and display requirements.

3. **Ensure ease of assembly to maximize compliance**
   As previously mentioned, it is important to know who will be responsible for setting up the display or fixture at the store level. This concern directly relates to how complex the display is to set up and stock. Will it be the store personnel, a third-party installation company or vendor field team (brand representatives)? A general rule is it should take no longer than 15 minutes to set up a display. But, a retailer may have different expectations. Please refer to the 2018 Merchandising Solutions: Space Management and Fixture Considerations to Maximize ROI white paper at https://www.shopassociation.org/industry-reports/ for more compliance and best practices.

4. When using a POP display to create the Grab-and-Go experience, make the display durable
   The extra time spent in making sure the display is durable is vital to its success. It must withstand the rigors of the supply chain, transportation, and store traffic patterns, and also support the weight of the product for the intended lifespan of the display. In consideration of the desired outcome, all parties need to understand the lifespan objective in order to deliver effective merchandising solutions.

5. **Ensure ease of restocking and ease of access**
   If a display or fixture is intended to hold merchandise for any period of time, its ability to be re-stocked and ease of product accessibility should be considered. If the fixture is hard to shop and product on display is cumbersome to access, shoppers will not have a good experience with the brand, and they will move to the next one.

6. **Specify placement within the store**
   A brand could have the best in-store marketing campaign in the company’s history, but if no one ever sees it how would they know? A primary location is the slot or space allotted to a CPG vendor for a permanent or seasonal listing. A secondary location is deemed to be off-shelf in another complementary spot within the store. Brands should always consider where the shopper is looking. In the aisle, the typical shopper gaze hovers between the shoulders to the knees (3½ and 4½ feet), known as the “strike zone.” Studies have also shown that a shopper rarely will ever look up once in the aisle, thus a ceiling dangler would not be an effective POP display here.

For more examples of grab-and-go fixtures, please visit shopawards.org

Read more about creating store environments, POP Displays, and store fixtures, in the 2019 MaRC Exam Prep book at https://www.shopassociation.org/marc/

ABOUT

Trion (www.trionline.com) is rated among the top-50 North American Retail and Point-of-Purchase fixture makers and is the world’s leading manufacturer of display and scanning hooks. Product lines include shelf management systems, cooler and freezer merchandising systems, storewide labeling systems, anti-theft and security fixtures, bar merchandisers, sign systems, display and scanning hooks, POP display components and hardware.

ABOUT

Shop! Environments Association (shopassociation.org) is the global trade association dedicated to enhancing retail environments and experiences. Shop! represents more than 1,200 member companies and affiliates worldwide from 25 countries. The association brings value to the global retail marketplace through our industry leadership, research programs, industry certification, education and networking events.

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