How to survive the Festive Shopping Battleground

Get in and out of your store without overspending and overfilling your fridge for the festive season can be challenging, so good luck and Stop Food Waste!

GOING IN

Outside creep slowly past the OVERSIZED SHOPPING TROLLEYS

The larger the trolley, the more you’ll spend so grab a small trolley or a basket instead.

Once inside watch out for the FRESH SMELL SENSORS

Fresh smells like bread & flowers create a temptation which leads to over spending.

IN THE STORE

Budget and beat the ATM MACHINE

Set a budget before you go to the shop and try to keep a running tally.

IN THE STORE

Know your enemy... THE SAMPLE STATIONS

Use the free samples to your advantage. Eat these at the beginning of your shop to avoid hunger driven purchases.

SHOW NO MERCY TO THE END CAP DISPLAYS

These displays don’t always mean a discount. They can be items that are new or in festive season but can be marketed to appear like a deal. BE WARY!

Avoid being trapped in... THE CENTRE ISLES

General merchandise and canned goods are located here to draw in the shopper and expose them to nonessential items.

STAY FOCUSED on your list!

GETTING OUT

Budget and beat the ATM MACHINE

Set a budget before you go to the shop and try to keep a running tally.

IN THE STORE

Be calm when the SHOP LAYOUT CHANGES!

Shelves changing position is done because if you don’t know where the items are, you’ll end up spending more time in the shop.

GETTING OUT

Get in and get out of THE BACK-OF-SHOP-TRAP

Dairy, eggs, meat, snacks and bottled goods are usually at the back of the shop so you see more than you need to.

Keep the blinkers on and AVOID CHECKOUT BUYS!

This is the one of the most profitable areas in a shop. Put your blinkers on when you are in line and get out of there!

Know what they want you to see THE SCIENCE OF SHELF LAYOUT

TOP – Smaller and gourmet brands don’t have the budgets to pay for better placement.

MID – Here you tend to see higher-priced items or items with the highest markup.

Kid’s eye level – Specifically located with kids appeal. If possible, leave the children at home.

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