What’s in Store Live Concepts

All of these concepts were featured at What’s in Store Live at IDDBA 19. They were designed by a cross selection of industry volunteers and informed by trends in What’s in Store. Our goal is to showcase innovative merchandising to build basket size and elevate customer experience.

Pet Deli

- Capitalize on the sharp increases in spending on pets. Leveraged simple smaller cases to showcase fresh deli for pets (specifically for dogs and cats)
- Maximized sale space by adding dry goods to make baked treats for animals
- Included supplementation for pets. Used some smaller format packaging for fresh pet snacks

Work Lunch/ School Lunch

- Two grab ‘n go cases for lunch creation-- one work and one school
- Work was adult centric with more composed dishes including ramen, protein, and vegetables
- School was kid centric with sample sandwiches and snacky fare
- Focused on personalization and the thin line between meals and snacks

Grocerant/Standalone Eatery: La Trattoria (Italian-Themed Eatery)

- Option focused: buy hot food and eat now or buy cold ready-to-warm food
- Appeal to as many ‘eating states’ as customers find themselves in and offer solutions to Millennial and Gen Z shoppers who don’t plan and start their search for food within an hour of mealtime
**MEAL CASE KIT**

- Offered multiple ways to purchase a meal kit
  - Raw options on sheet pans-ready to bake
  - Prepared kits
  - Fully cooked options on aluminum trays so they can be heated and served
  - Build your own with complimentary bagged items and directional signage

**SOUP BAR**

- Build your own concept featuring bone broths with vegetables and meat that could be added to create a soup
- Glass quart-sized mason jars used for soups to be sustainable and zero waste
- Same shopper who would be interested in a bone broth soup with healthful additions would also find the zero waste a selling point

**CAKE-NEW TRADITIONS**

- Exploration of cake designs inspired by a new idea/holiday, thus increasing cake-buying occasions
- Concept can be applied to an existing cake case with signage. Easily executable and drive sales with humor and highlighting life’s milestones
- Examples include: Last day of chemo, Promposal, Pride, Taco Tuesday, and Galentines Day
LABOR AND INVENTORY - BUILD MORE WITH LESS

- Unique and creative cakes that can be built with the same basic ingredients and minimal labor

BAKERY CAFE

- Updated, but familiar cafe format leveraging ingredients to create innovative offerings that will appeal to multiple shoppers
- Offering numerous pastries both sweet and savory
  - Small format bread puddings
  - Sweet and savory waffle sandwiches

WASTE NOT, WANT NOT

- Focus on re-purposing ingredients as sellable items
- Example: Cookie pieces were packaged with dipping sauce as cookie nachos

PARTY IN A PINCH

- In almost all departments, focus on grab-and-go platters various sizes, formats, sweet, and savory
EXPERIENCE CONCEPT-WALKTHROUGH CASTLE CAKE

SCRATCH AND PARBAKING

• Focus on bread for in-store bakeries
• Highlighting variety as well as diversity in bread type and inclusions

EDIBLE COOKIE DOUGH BAR

• Ability to make a cup or cone, as well as fresh packed pints for eating or baking
• Inherently trendy and still seeing innovations in this category

CHEESE AS INGREDIENT CASE

• Used simple packaging and cuts to make adding cheese to recipes easy- grates, cubes, shreds
• Limiting number of cheese but increasing the formats they are available in can round out entire set
• Ideas leveraging space and sales with minimal inventory
CHEESE FOR SUMMER

• Simple value added items for shoppers to put directly on the grill
• Suggestive selling as well as interesting diversity of products

IT ALL STARTS WITH MILK

• Merchandising example to reinvigorate the dairy category by focusing on cow’s milk as primary ingredient flanked by all the options that can be created with milk as the primary ingredient
  • Cheese, yogurt, kefir
• Added photos of milk and cows to increase storytelling

CREATE YOUR OWN CHEESE BOARD

• Signage and merchandising to encourage purchasing around cheese board curation
• Staffed or static: Concept workable for various labor situations