

# Bring Your Best Snacks Forward

Snack Rack Order Guide



See inside  
for complete  
list of available  
**FREE Grab-and-  
Go Merchandising  
Solutions**

**Mondelēz**  
International

**FOODSERVICE**

# Put Brand Power on Display

Snack sales are not a one-size-fits-all strategy. Keeping merchandising displays fresh and tailored to your customers can help you optimize sales and deliver the convenient, branded treats and fueling eats today's consumers expect when snacking on the go.

## Right Product

- Choose products based on customer demographic
- Highlight new products and replace low-performing items

## Right Place

- Position top-selling brands for high visibility
- Place racks in strategic spots throughout your traffic flow to encourage impulse buys

## Right Time

- Rotate products throughout the day to fuel sales
- Offer a variety of products/formats during different dayparts

Many consumers say they learn about new flavors and trends from in-store displays and eye-catching packaging.<sup>1</sup>





# Rack Up More Sales with Eye-Catching Displays

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Strategically placed snack displays deliver the convenience busy consumers want while helping drive sales.

## Divvy Up by Daypart

Consumers' top snack choices across dayparts:<sup>2</sup>

### MORNING:

energy bars, fresh fruit, yogurt, bakery snacks, dairy-based beverages

### LUNCH:

salty snacks, crackers, fresh vegetables, fresh fruit, dried meat snacks

### AFTERNOON:

salty snacks, crackers, chocolate, candy, nuts, fresh fruit

### EVENING:

cookies, chocolate, candy, salty snacks, crackers, ice cream

Recognizable snacks with consistent, familiar flavors help build consumer trust and reduce the risk of buyer's remorse.<sup>2</sup>



GET MORE SMART CATEGORY MANAGEMENT STRATEGIES AT [WINTHESNACKSEGMENT.COM](http://WINTHESNACKSEGMENT.COM)

Ask your Mondelēz Foodservice Representative how you can create great grab-and-go displays with these merchandising solutions.