Bring Your Best Snacks Forward

Snack Rack Order Guide



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



Put Brand Power on Display

Snack sales are not a onesize-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.1



















COUNTERTOP SINGLE WOVEN BASKET RACK 14"W X 14"D X 3.5"H

Place by coffee station or registers to increase impulse add-on. Order Includes 2 clear header card clips.

ON-THE-GO STACKABLE RACK
17.35"W (DIAMETER) X 43.75"H

Small footprint and casters allow for easy placement and enhanced flexibility. Order includes 3 panels.

WIRE RACK WITH WOVEN BASKET 14"W X 15"D X 17.5"H

Charming display holds a variety of branded snacks and candy.

STAND-UP BASKET RACK
16"W (DIAMETER) X 57"H

Position in high-traffic areas, including deli counters and beverage coolers.

5-SHELF WIRE WEEKENDER RACK

Removeable shelves can be stored on back of unit for even greater versatility. Order includes panels and inserts.

FRUIT STAND RACK 20.5"W X 18"D X 46"H

This rack lets you feature packaged snacks and fresh fruit to encourage bundling.

COUNTERTOP MODULAR RACK 7.5"W X 11.75"D X 8"H

> Ideal option to display leading snack and candy brands. Order up to 12 to customize your own!

KICK OUT RACK
13.01"W X 10.35"D X 53.98"H

Adjustable shelves can be removed and stored to fit a multitude of product configurations.

3-TIER COUNTER RACK 8.25"W X 14"D X 20.75"H

Set up near coffee station and checkout counter. Order includes side panels.

Rack Up More Sales with Eye-Catching Displays



FOODSERVICE

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

Divvy Up by Daypart

Consumers' top snack choices across dayparts:²

MORNING:

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

LUNCH:

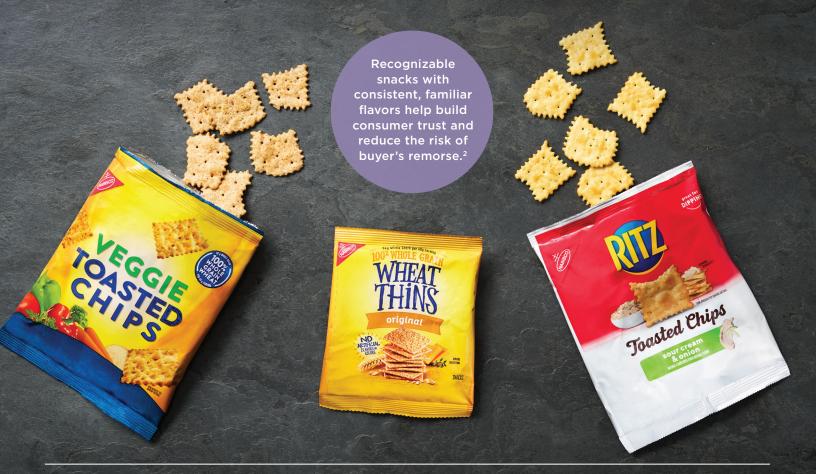
salty snacks, crackers, fresh vegetables, fresh fruit, dried meat snacks

AFTERNOON:

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

EVENING:

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



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Ask your Mondelez Foodservice Representative how you can create great grab-and-go

displays with these merchandising solutions.