

GOURMET MERCHANDISING

Bon Bon's Gourmet range has been designed to help our retail partners build effective, well merchandised displays. The outcome is that a variety of delicious confectionery categories come together to encourage additional, impulse sales.

We have collated some "real-life" displays in the next few pages, showing how customers have applied the basic principles of visual merchandising to a variety of in-store displays.

In the picture below, elements of vertical merchandising have been applied to maximise visual display and let the customer "see" more of the entire assortment from one spot.



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In this image, our range has been put on more rustic shop furniture that is in keeping with the rest of the store. The sweets are grouped by category and “faced forward” to make shelves look fuller.



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This picture shows our high profit, fast selling fudge displayed in best-selling “eye level” locations. Customer sight of the various flavours has been enhanced by angling some shelves.



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This table display effectively merchandises sweets in a small area. The tubs have been built up to produce a 3-dimensional display. Vertical colour grouping has been used, which can increase impulse purchase opportunities for related items by showing a more complete range.



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This display has been made more eye-catching by the introduction of colourful shelf-edge strips and graphics.



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