



A Case Study in Effective Merchandising



GUEST SERVICE

QUALITY STANDARDS



CECEAL
PASTA STUOP
BAYLOS
BRANOLA BARS
SWEETENERS

RICE
PASTA
CANNED BEANS
SOUP
BRANOLA & BEANS

KOMBUCHA

Checkout counter with purple top and white base.

Checkout counter with purple top and white base.



Wooden tables and chairs in the dining area.

Welcome to this visual case study of effective merchandising with a modern twist. This store is a stunning example of the company's approach to blending delicious food, inviting décor, and customer-friendly functionality. From strategic store layout to spectacular product presentation, they have created an appealing experience, making shoppers hungry for more as they fill their baskets.

Zero Zone presents this pictorial overview in an effort to share merchandising best practices that this store embodies. We hope you will find value in the display techniques you see illustrated here. Zero Zone is proud to have been chosen by this store to provide our sleek and energy-efficient Crystal Merchandiser® coolers and freezers throughout the store and wishes them, and all stores in this franchise, continued success.

To get the scoop on the full line of Zero Zone products, we invite you to visit www.zero-zone.com.

(Caution: We suggest you page through this book after eating a hearty meal.)





"I've been hoping that I would get to a brand new store and I'd have all new beautiful state-of-the-art equipment, and here I am—so I wouldn't give them up without a fight—they're nice, they're clean, they're easy to organize, they're well-lit—they're just all the things you'd want them to be."

~ Rick E,
Store Manager



Fresh from the Deli



Frozen SEAFOOD

Convenience, Value
6 Year-Round Availability

Smoked SALMON

Responsibly Farmed,
Gluten-Free

NO ANTIBIOTICS. EVER

NO ARTIFICIAL PRESERVATIVES. NEVER

WEEKLY specials
PRODUCT OF USA
MSC Certified
10/20 Sea Scallops
Wild-Caught
\$18.99
SAVE \$10.00

ASSISTANCE
AVAILABLE
UPON
REQUEST

Catch of the Day





"Aesthetically, it looks nicer. Temperature-wise, it keeps a consistent temperature, which helps the product last longer."

~ Lindsey O,
Specialty Team Member





Be Smooth
& Juice On



“It really helps with merchandising... It makes life easy for us, too, getting in and out of there, and stocking, and rearranging... It just looks sleek. It fits with the décor. It’s convenient. It’s easily accessible. These cases are great!”

~ Lindsey O,
Specialty Team Member



Cream of the Crop

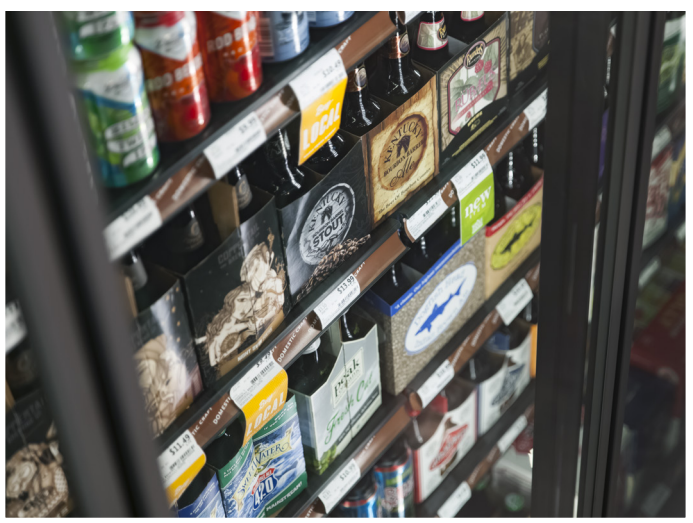


"It fits with the store culture of essentially saving the environment. This is what we do, you know, to play our part."

~ Jaquin C,
Associate Team Leader









Lift Your Spirits

"The wow factor for me was that the cases went all the way to the floor. You can stock more product and you can see the product."

~ Lauren A,
Associate Team Member



Everyday Essentials



"One of the benefits of the cases is they're very clean and they're very well-lit. When you look down the line you don't see big cases, you see product. And that to me, is what we ultimately want."

~ Rick E,
Store Manager







Beat the Heat



“These cases, they’re really great. The lighting’s great— It really showcases something that could just be mundane, just sort of an everyday product. It makes it pretty. It showcases it really nicely. They’re just very smooth, cool-looking fixtures. I think they go well with the store.”

~ Lindsey O,
Specialty Team Member

Cheese ESSENTIALS

Charcuterie SELECTIONS

Aged to Perfection



"At the end of the day, our marching orders are: clean, well-lit, in-stock, well-merchandised. And that for me, is what these cases do. They show everything in a great, clean, open, positive light. And it allows you to see everything, it's easy to stock, and it just makes a nice, clear, pretty presentation out of the product."

~ Rick E,
Store Manager





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the responsive company™



1-YEAR PARTS
10-YEAR GLASS PACK
5-YEAR LED PARTS

