

In-Store Sampling

Sample programs increase
sales lift of sampled products



What the studies say



Sampling programs increase sales lift of sampled product as well as the entire brand franchise

- ◆ Sampling programs account for an **increase in repeat purchases +11% of the sampled brand over 20 week period**
- ◆ Shoppers feel a duty to purchase the sampled item
- ◆ Sampling **increases sales of both established and new products +177% and +57% sales lift (respectively) after 20 week period**
- ◆ Sampling programs provide **new buyers +85%** for the samples product and **+23%** for the brand franchise
- ◆ Sampling programs **increase the shopping cart spend by 10%**
- ◆ In-store sampling provides a fun atmosphere for shoppers

Information from:
R.I.S.E. – In-store Sampling Effectiveness
Retail Wire Discussion, October 8, 2014

What stores have learned from sampling bakery items

Sampling can reinforce that the items are made from scratch. Sampling is especially successful with new bakery items. Trying new products, coupled with educating the customer on the item, leads to product purchase. New introduction items may fail if not promoted and sampled.



Information from:
SuperMarket News, November 2014

Increase Sales Lift

On the day of sampling, stores show an average of

+475% sales lift

Features & Benefits

All Units - Countertop and Floor Model Sampling Centers

- ◆ Integrated Twist 'N Lock locking feature keeps dome in place during transport and prevents shoppers from removing dome (sanitation benefit)
- ◆ Available with self-closing or manual-closing door
- ◆ Integrated sign holder on top of dome to identify product, ingredients, or date mark samples placed in unit (health code regulation for some states)
- ◆ Made of polycarbonate plastic is virtually unbreakable under normal use
- ◆ Available with ice/chill tray keeps samples fresher longer for improved taste and sanitation

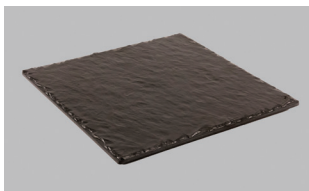


Floor Model Sampling Centers Only

- ◆ Overall height is ADA compliant – 35" makes sampling accessible to all customers
- ◆ Enclosed toothpick holder decreases contamination from airborne germs and decreases chance of accidental spill - trip hazard
- ◆ Wire hoop tether for trash can holds it in place and prevents spilling of contents or can falling into walkway

Sample Display Solutions

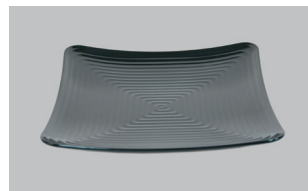
Choose from a wide variety of shapes, sizes and materials to design an attractive in-store sampling station.



Slate Melamine Serving Platters



Rectangular Melamine Platter



Melamine Square Platter



Wood-Look Melamine Serving Platter



Marble and Acacia Wood Serving Boards



Melamine Serving Boards



Marble Melamine Serving Platter



Interlock™ Display Cart



8181 Darrow Road
Twinsburg, OH 44087

In-Store Sampling

Increase sales lift

Average of +475% sales lift on the day of sampling.

Sampling programs provide new buyers

The sample displays introduce new buyers to products they would not have normally purchased.

Create a fun atmosphere for shoppers

Engage shoppers by tasting new products.

Ordering is easy!

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