

How to survive the SHOPPING BATTLEGROUND

Your mission, to get in and out of your store without overspending and over-filling your fridge. Good luck and Stop Food Waste!



GOING IN

Outside creep slowly past the **OVERSIZED SHOPPING TROLLEYS**

The larger the trolley, the more you'll spend so grab a basket instead.



Once inside watch out for the **FRESH SMELL SENSORS**

Fresh smells like bread & flowers create a temptation which leads to over spending.



Budget and beat the **ATM MACHINE**

Set a budget before you go to the shop and try to keep a running tally.

IN THE STORE



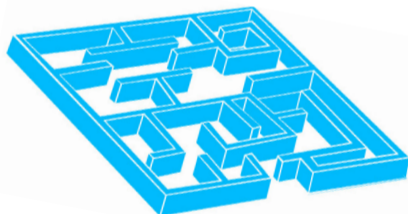
Know your enemy... **THE SAMPLE STATIONS**

Use the free samples to your advantage. Eat these at the beginning of your shop to avoid hunger driven purchases.



Show no mercy to the **END CAP DISPLAYS**

These displays, like special offers, don't always mean a good deal. **BE WARY!**



Avoid being trapped in... **THE CENTRE ISLES**

General merchandise and canned goods are located here to draw in the shopper and expose them to nonessential items. Stay focused on your list!



Be calm when the **SHOP LAYOUT CHANGES!**

Shelves changing position is done because if you don't know where the items are, you'll end up spending more time in the shop.

GETTING OUT

Get in and get out of **THE BACK-OF-SHOP-TRAP**

Dairy, eggs, meat, snacks and bottled goods are usually at the back of the shop so you see more than you need to.



Know what they want you to see **THE SCIENCE OF SHELF LAYOUT**

TOP - Smaller and gourmet brands don't have the budgets to pay for better placement.

MID - Here you tend to see higher-priced items or items with the highest markup.

Kid's eye level - Specifically located with kids appeal. If possible, leave the children at home



Keep the blinkers on and **AVOID CHECKOUT BUYS!**

This is the one of the most profitable areas in a shop. Put your blinkers on when you are in line and get out of there!

