



How to survive the

# Festive Shopping Battleground



Get in and out of your store without overspending and overfilling your fridge for the festive season can be challenging, so good luck and Stop Food Waste!

ENTER



## GOING IN

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

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



Know your enemy  
**KEEP HUNGER AT BAY**

Eat something before you go shopping to avoid hunger driven purchases.



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



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

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

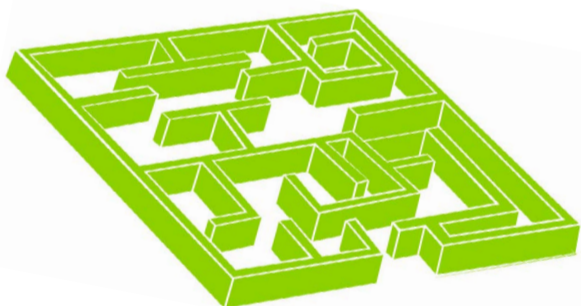


Show no mercy to the  
**END CAP DISPLAYS**

These displays don't always mean a discount. They can be items that are new or in festive season but can be marketed to appear like a deal. **BE WARY!**

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

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



EXIT!!!

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**STOP**  
FOOD  
WASTE.IE

