Company: Midwest Grocery Chain

Challenge: Create a point-of-sale conversion and engagement tool for a liquor department with over 500 skus that helps customers, without the service of a floor salesperson, make a purchase

Solution: Custom Shelf-Talkers

For grocery retailers, the shelves are the bottom line to turnover inventory and increase sales. And, there is no one more important to retailers than the customer. Our client challenged us to produce an effective and easy-to-understand shelf-talker that spoke to customers with information, ratings and reviews for wine, spirits and beer. The 100-year-old Grocer has a long history of providing high quality products. With over 31 stores in the region today and currently expanding, the liquor department needed a quality sales touch without the necessary cost of a floor salesperson.

Tastings.com (Beverage Testing Institute) knows this challenge well through 34 years of industry study and reviews. Founded in 1981 as the first and leading authority on objective 3rd party tastings, Tastings holds regular professional panels of experts using its blind-tasting methodology to review products. Tastings' reviews have been featured in *Chicago Tribune, All About Beer, Wine & Spirits and Restaurant Hospitality*. We can produce turn-2key sell sheets, bottle stickers and shelf-talkers for all reviews as a necessary marketing feature for brands.

What are Custom Shelf-Talkers?

It is a price shelf tag that includes widget icons, ratings and attributes that help retail customers make an easier buying decision. Using our data system, UPC scanner and direct link QR codes, we partnered with a printer to produce price and shelf tags that were easy to deliver, assemble and resonated with the customer's needs.

Outcome: Within just 6 months of original testing in 3 stores the retailer expanded the program to <u>all</u> stores in the region. Choosing the perfect wine, beer or spirit in store has just become easier for consumers – and more profitable for retailers, with the Custom Shelf-Talker solution.