

Enter any store!

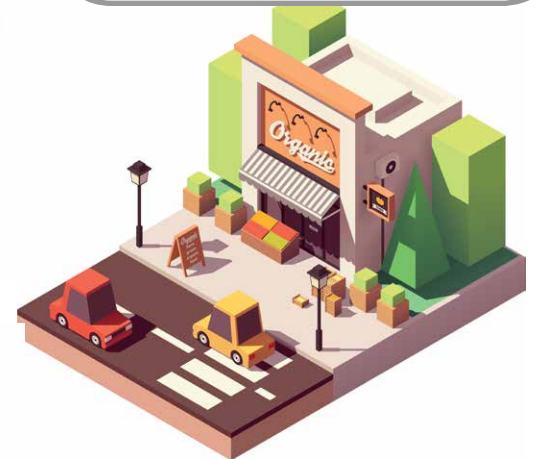
How to
Play

Large Format



How to
Win

Specialty Store



Small Format



Food Capital

The adventure where you create
value in food retailing!

Enter any store!

How to
Play



Explore our stores in
Food Capital.

Merchandisers
& Doors

Tantalizing
Technologies

Performance
Parts

Super
Systems

Earn value tokens each
time you add value for
the shopper by providing
customer-focused
solutions.



Earn badges each time you
gain food retail expertise.

Let's begin your adventure!



How to
Win



Complete your 4 Value circles

Merchandisers
& Doors

Tantalizing
Technologies

Performance
Parts

Super
Systems

Earn all 4 value badges:



If you provide your name and
email, you may win one of
our Hussmann swag items!

Start your adventure today!

Welcome to our supermarket!

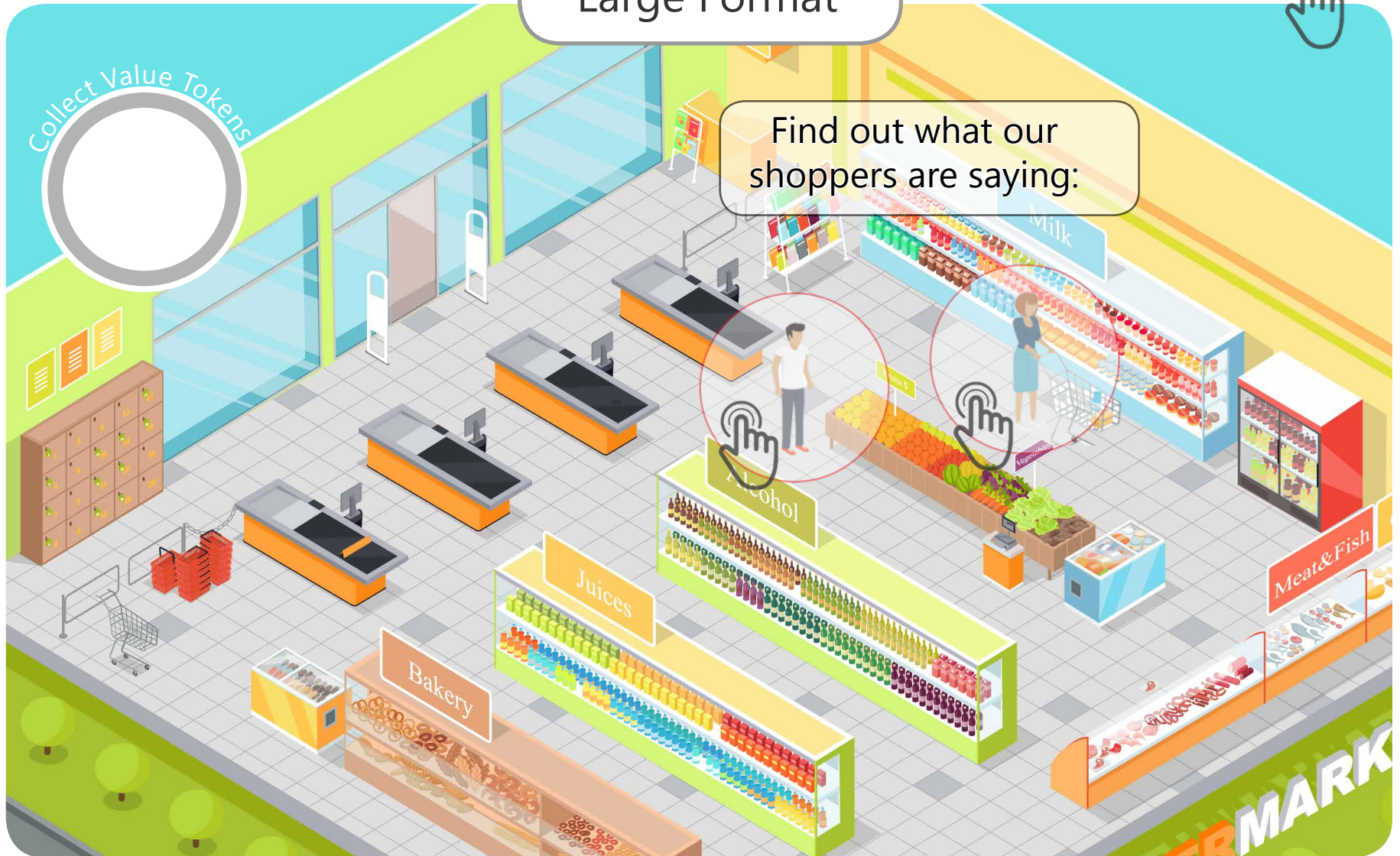


Home

Large Format

Collect Value Tokens

Find out what our shoppers are saying:



Value
Tools

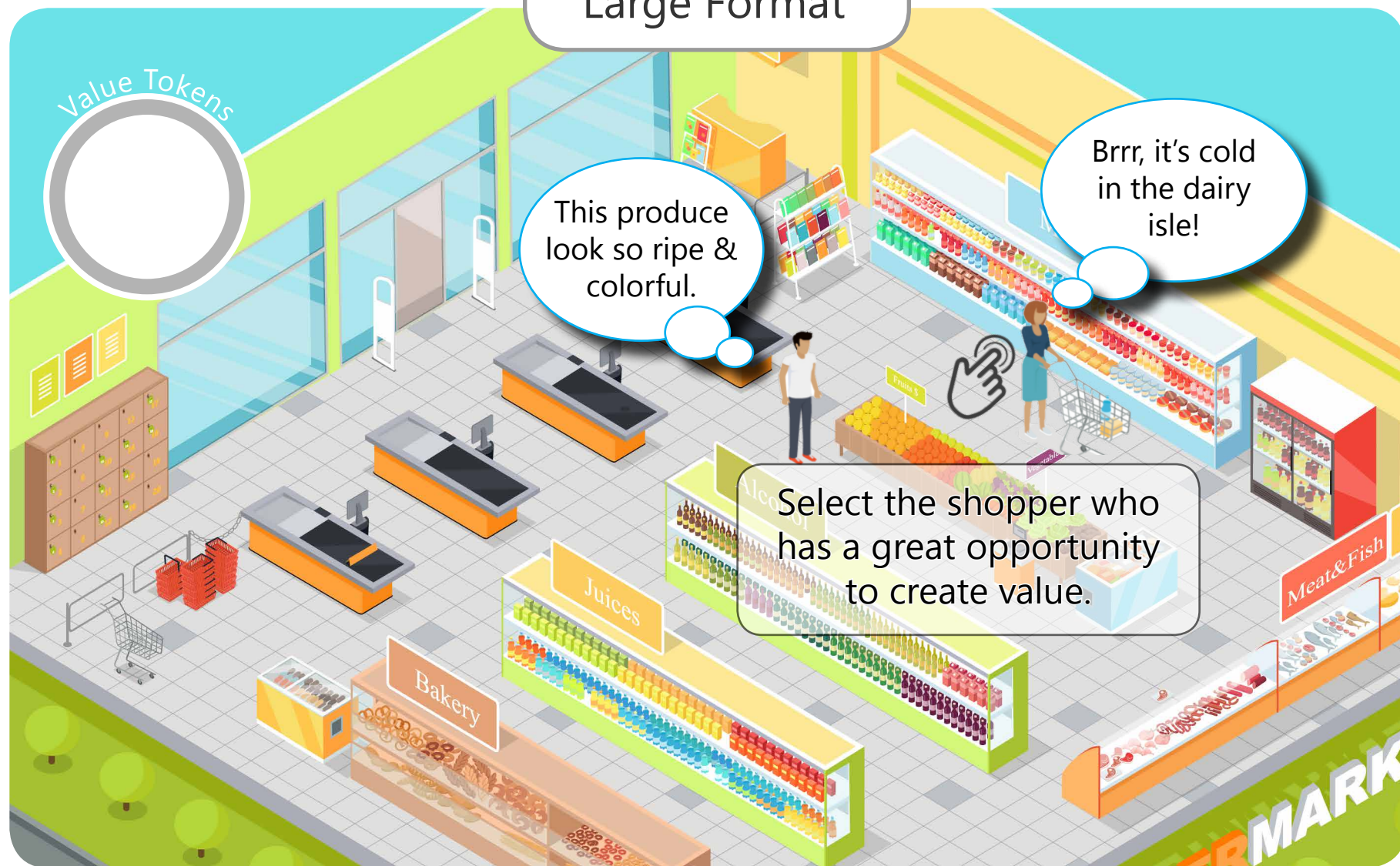
Mighty Merchandisers
& Doors

Super Systems

Performance Parts

Tantalizing Technologies

Large Format



Value
Tools

Mighty Merchandisers
& Doors

Super Systems

Performance Parts

Tantalizing Technologies



Brrr, it's cold in the dairy isle!

That's a great opportunity to explore further!

Explore your Value Tools to determine which option is the best to create a comfortable environment in your supermarket.

Value
Tools

Mighty Merchandisers
& Doors

Super Systems

Performance Parts

Tantalizing Technologies



You've earned a Value Token!



Value Tokens

Merchandisers & Doors

I think I'll stay in the aisle to find those new yogurt pouches for my kids' lunches.

Explore your Value Tools to determine which option is the best to create a comfortable environment in your supermarket.

\$

\$

Adding Ecovision EZ Glass Doors to your open multi-deck dairy merchandisers will prevent cold aisles & increase shopper linger time. You will also realize up to 78% energy savings by adding doors to your dairy line-up.



Click to find out more & earn a value token!

Value Tools

Mighty Merchandisers & Doors

Super Systems

Performance Parts

Tantalizing Technologies





You've earned a
Value Token!



Explore your Value Tools to
determine which option is the
best to create a comfortable
environment in your supermarket.

Finally, I don't have
to rush through the
dairy aisle!



CaseShield PTM is an easily
installed solution for your shelves
that shields shoppers from cold
aisles, decreases energy costs, &
increases shopper linger time.

Click to find out
more & earn a
value token!



Value
Tools

Mighty Merchandisers
& Doors

Super Systems

Performance Parts

Tantalizing Technologies





Interesting Choice!

This produce looks so ripe & colorful.

This market is doing a great job with merchandising their produce.

How are they doing it? Earn a QUALITY badge by learning more!



QUALITY



Value
Tools

Mighty Merchandisers
& Doors

Super Systems

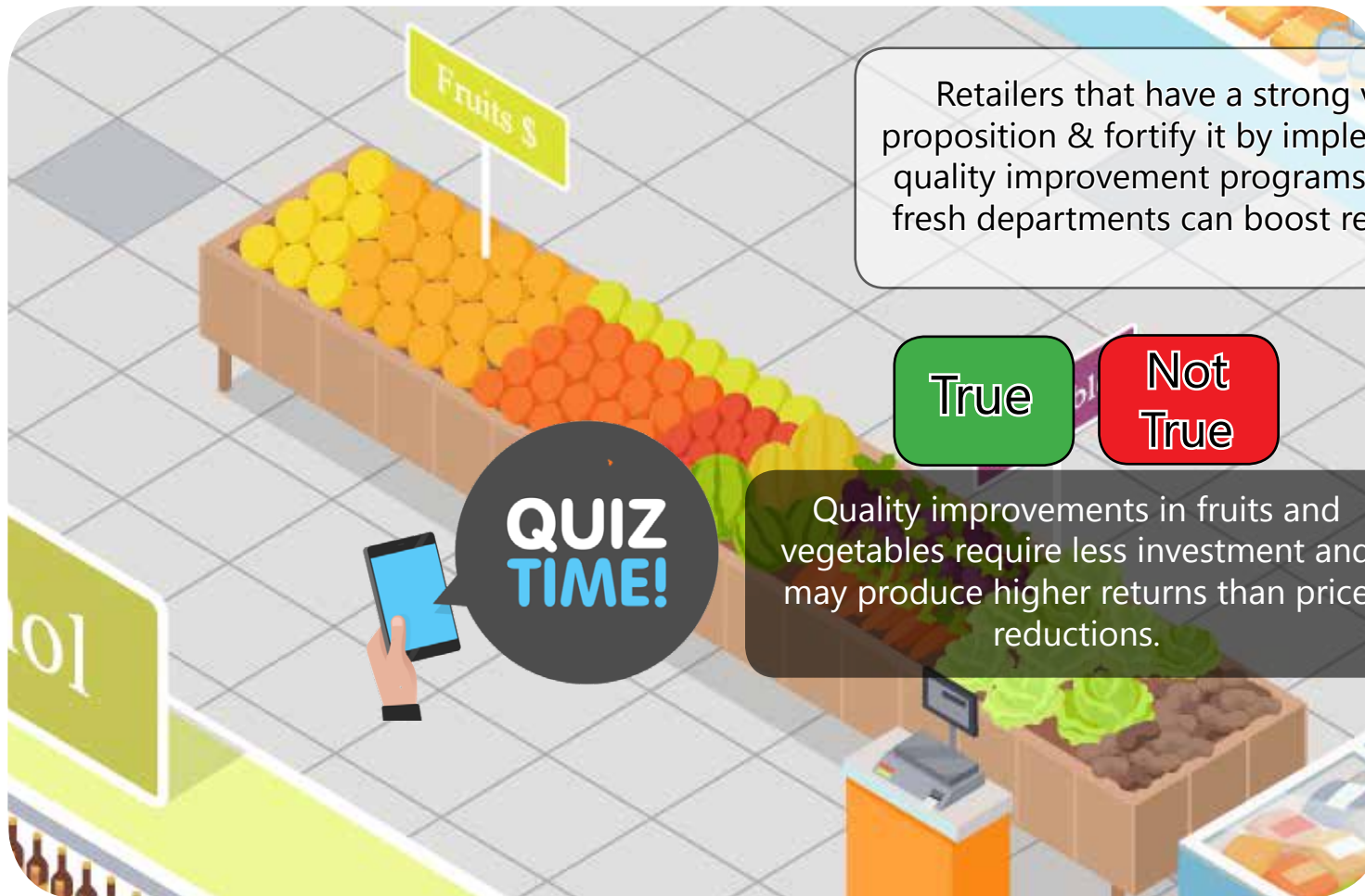
Performance Parts

Tantalizing Technologies



Fresh categories like fruits, vegetables, bakery, and dairy drive customer loyalty, store traffic, & sales.

Focus on Value



Value
Tools

Mighty Merchandisers
& Doors

Super Systems

Performance Parts

Tantalizing Technologies



You've earned a
Quality Badge!



How do you start implementing a quality program?

Focus on Value

Follow the produce!



Leading retailers conduct shopper research on how much a product influences their perception and which product attributes shoppers value most.

Consumers form their opinions based on these products, usually less than 10 items. These products are called key quality items.

Key items are products where shoppers pay close attention to quality. These items have a high penetration rate: multiple customers buy the item when they shop at the location.

True

Quality improvements in fruits and vegetables require less investment and may produce higher returns than price reductions.

Value
Tools

Mighty Merchandisers
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Small Format



