

## Focus on retail trends: Understanding what matters most to your customers

It has been said that the key to success for any business is understanding what matters most to the customers it serves, and most food retailers would agree. McAlpine Hussmann likes to take it one step further by not only understanding what matters most to our customers, but also focusing on what is important to our customers' customers.



McAlpine Hussmann has worked with food retailing owners for many years and we have developed an understanding of what you, as the owner, need your refrigeration to do to deliver the quality of product with the necessary efficiency. It is always the case that others offer you low priced solutions but they don't always meet the on-going needs of a modern food retailer.

Food retailers show their customers that they understand what matters most by offering easy, convenient shopping experiences and making sure that their customers feel good about what they buy. McAlpine Hussmann partners with food retailers to have innovative solutions to the cold-shelf merchandising. Part of that is having the ability to have technologies that create interesting merchandising effects.

McAlpine Hussmann provides a well- established, knowledgeable group of people capable of designing and making innovative new display products and with the technical expertise to ensure that they work in the New Zealand environment. Very few other companies can do this.

## How McAlpine Hussmann recognizes your needs.

### 1. The Value Shopper

For the value shopper, product differentiation is key, with 70% of shoppers making their choices at the shelf. Retailers catering to this shopper typically have visually appealing displays with broader selections of frozen and chilled products. Case depth and width are key factors in choosing which display cabinets meet this merchandising need. McAlpine Hussmann has a wide range of suitable cabinets:

#### Solutions to attract the Value Shopper

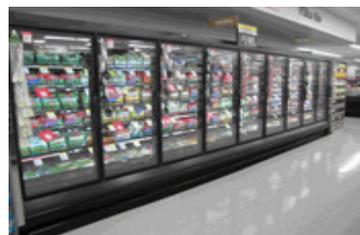
##### LWGD Wide Island Freezer

- Flexible merchandising space with high visibility
- Significant operating efficiencies with the sliding lids enabling cost reduction on energy
- Option of LED lights to enhance displayed products



##### RL - Glass door freezers

- No fog glass door
- Maximisation of shelf spaces with 560mm depths
- Extra wide doors for easy access



##### GH74 Double Island Freezer

- Double Island
- Chilled or frozen food
- Increased load capacity



## 2. The Comfort and Enjoyment shopper

Shoppers who display the comfort and enjoyment behavior are seeking unique shopping experiences. Rather than making weekly stock-up shopping trips, consumers wanting comfort and enjoyment shop for special occasion meal solutions; look for smaller portions of fresh and healthy choices for snacking; and are willing to pay for differentiated food products and experiences to satisfy their growing interest in trying diverse prepared foods.

McAlpine Hussmann serviced cases are designed and manufactured in New Zealand to provide retailers with options for the extensive and enticing displays of deli, hot food, chilled meats and fish. The Hussmann range also includes whole fish, mussels, cheese islands and grab and go concepts. The clever use of lighting is an important factor in promoting product interest.

### Solutions to attract the Comfort and Enjoyment Shopper

#### Serve over (ID2BL, ID3BL)

- Curved or square glass for differing customer experiences
- Shelving options along with sloping decks and steps
- Merchandising visibility with non-glare glass
- Self and serviced options
- Hot and cold offerings



#### Whole Fish (UV)

- Open deck to enhance fish display
- Options with refrigerated air or static
- Market look for staff/customer interface
- Application of ice for preservation and improved merchandising



#### Cheese Islands (RIC, SMD)

- Low height for openness within the store environment
- Multi shelf applications for product display
- Walk around ability for ideas generation
- Self-service for customer interaction with the products on display



### **Grab and Go and Meal solutions (SMD, MJPE)**

- Ability to mix and match cabinets (hot next to cold in self service)
- Use of effective lighting to show the products
- Options with shelf depths and angles for improved merchandising
- Self service for customer interaction



### **ID2-P Specialty Bakery Case**

- Self service
- Glass surrounds make for excellent customer viewing



### **RLT Extra Tall Reach-in Merchandiser for Low Temp Products**

- Extra height provides an extra shelf for increased product displays
- LED lights as standard to maximize product displays
- Doors feature a no-fog application so products are always visible
- Extra wide doors with stay open holders for easy access



### **EcoShine II Plus**

The look of irresistible merchandising!

The type of lighting and level of brightness make a big difference on the impact of a display. Too much light causes glare, could waste energy and takes impact away from the product. Too little impedes product visibility. Hussmann EcoShine II Plus LED lighting delivers uniformity to enhance product displays; colour vibrancy to bring out the freshest in foods; increased energy efficiencies; and is available in new equipment or for in-store upgrades.



### 3. The Health & Wellness Shopper

Baby Boomers make a strong connection between food and health and believe that being healthy means making nutritious choices, whether it's fresh, frozen or prepared. Health is also important to Millennials who want simple, flavorful, locally grown or organic foods with few ingredients. Looking for affordable ways to be healthier, consumers displaying the health and wellness behavior want information about product sources and nutritional values to be readily available to them through in-store programming and messaging.

Retailers hoping to attract the health and wellness customer might focus their product selection on nutritious food choices; establish their store as a knowledge center for health and wellness in the community; and include on their staff a nutritionist to share healthy information and a cooking consultant to help their customers make healthy food choices.

#### **B4XE Convertible Merchandiser**

Suitable for variety of products – Cheese, Deli Prepared Foods, Grab and Go and Cut Product



#### **Produce Finger**

Dry extension to a standard refrigerated product cabinet  
Easy changing of display space



#### **Produce Mirror Back**

- Single tier product cabinet with angled deck
- Interior mirror increases visual display to customers



#### **SMD**

- Large display area designed to ensure high visibility
- Lower energy consumption
- Ability to display number of different merchandise from dairy to meat



## 4. The Ethnic Shopper

The growing ethnic population is more likely to cook at home, shop more frequently and take part in more family-oriented meals. Ethnic foods are also an attraction for Gen X / Millennial consumers, who enjoy experimenting with foods from other cultures.

Retailers wishing to attract consumers with the ethnicity behavior should increase diverse food offerings within traditional store formats, including information about history of the product, nutritional benefits and how to prepare and eat the selections. Ethnically focused markets and stores are desired to support large population centres.

### RIC

#### Product Islands (RIC, SMD)

- Low height for openness within the store environment
- Multi shelf applications for product display
- Designed to guide your shopper around to see everything
- and inspire impulse buying
- Self- service for customer interaction with the products on display



### RHR Specialty Case

- Self Service for hot food
- Walk around ability for ideas generation
- Self Service for customer interaction with the products on display



### Seafood Ice Deck

- Ice deck
- Maximises display options for seafood



### ID2-D Serviced Deli

- Angled deck for improved display
- Double glazed front glass
- Variable case lengths



## 5. The Convenience Shopper

The convenience trend is an outcome of the shift from a cooking culture to an eating culture, driven by generational changes and expectations of an aging Baby Boomer population and overbooked Gen X and Millennial populations. The convenience consumer is looking for simple, healthy, easy to prepare solutions to fit their active, busy lifestyle. They value leisure time and expect to spend 30 minutes or less preparing, cooking and eating the meal (including clean up). The convenience behaviour is also established in aging populations that live in more urban areas.

Food retailers wishing to attract the convenience shopper should provide meal components for quick, at-home assembly; easy access to fresh perishables and partially prepared foods; and “on the go” consumption snacks and meals. Merchandising flexibility to change for different day parts would also attract the convenience shopper. Concierge services and home delivery might also be considerations.

### Grab and Go and Meal solutions (SMD, MJPE)

- Ability to mix and match cabinets (hot next to cold in self service)
- Use of effective lighting to show the products
- Options with shelf depths and angles for improved merchandising
- Self service for customer interaction



### ID2-HS Self Serve Hot Cabinet

- Serviced or self service
- Suitable for packaged merchandise
- Stepped display rack to improve display



### ID2-MH Multi-tier Hot Food

- Self service hot food
- Rear load doors
- Suitable for variety of single layer packaged hot foods



## 6. The Green Shopper

Demonstrating a commitment to the environment through sustainability and green initiatives will resonate and build brand loyalty with consumers displaying “green” behaviors. This includes incorporating actions to reuse, repurpose and recycle. Millennials with this behavior buy food from the standpoint of ethics, sustainability, simplicity, activism and transparency, and they are willing to pay a premium for what they want. They are also more likely to purchase organic, locally-grown products.

7Retailers wanting to attract consumers displaying “green” behaviors should understand how consumer beliefs impact their buying decisions and explain their environmentally-friendly actions in terms of value to the shoppers. They will want to place more emphasis on fresh, locally-grown, organic products; promote sustainability; and continue an emphasis on energy efficiency and lower GWP.

### **EcoVision II Plus Doors for Multideck Cases**

A logical choice to go green

- ZERO energy doors and frames
- Up to 84% energy reduction vs an open case
- Enhanced merchandising and less energy with EcoShine LEDs
- Unmatched product visibility



### **MJPE Multideck Cases**

- Ambient air curtain to retain cold air in the case
- Option for LED lighting to reduce energy
- Energy efficient fans are standard
- Air flow designed to maximize refrigeration performance while minimizing energy usage.



## 7. The Connected Shopper

Connected shoppers, particularly of the Millennial and Gen X generations, use technology to make their shopping easier, price check, promotion search, check stock levels, make shopping lists, place orders, compare products and share information with their social network. They are looking for a personalized experience based on their needs and wants.

To entice the connected shopper, retailers will want to use the integration of technology to better know their customers, their buying habits and their preferences. Retailers will have the opportunity to personalize the shopping experience through data collection and analysis; build brand loyalty by satisfying the specific needs of each shopper; and help customers improve their shopping experience by allowing them to make price comparisons, gather information, scan coupons and enjoy easy check out. Retailers will also gain by engaging shoppers and encouraging them to share their shopping experience.



Studying consumer behaviors helps us gain insights into their likes and dislikes, so we can truly understand what matters most and can best serve their needs.