

As seen in



Merchandising for the Holiday Season

The holiday season is the largest sales opportunity of the year. Specialty and natural foods have seen significant growth as retailers can offer to consumers a combination of strong seasonal offerings and fourth quarter program with off shelf displays and cross merchandising. The fourth quarter has transformed from seasonal candy and holiday items to assisting customers with meal solutions, entertaining, baking, snacking and more.

The core of the holiday program starts with seasonal values around the top selling items: Cooking Stock, Stuffing, Chestnuts, Cider, Gravies, San Marzano tomatoes and more. Strong promotions on these core items drive traffic excitement and opportunities throughout the store for busy shoppers.



The next key element is to create some of the “holiday” spirit through seasonal offerings which include Holiday traditions, seasonal candies, and holiday baking. Traditions include items such as pfeffernusse, stollen, panettone, and mincemeat. Seasonal candies include toronne, marzipan, maple candy, candy canes and seasonal chocolates. Holiday baking includes baking chips, decorating sugars, pie shells and cupcake mixes. Make your displays appealing by keeping them organized and offering visual cues like bows, gift boxes and other holiday imagery.

The largest dollar opportunity is to then broaden your program and create a fourth quarter ad with supporting active or passive demos. Popular ad themes include (1) Holiday Cooking: Oils, Pasta, Pasta Sauce, Spices and Seasonings (2) Holiday Entertaining: Snacks, Crackers, Pickles & Olives & Drink Mixes.

The final element of a successful program is cross merchandising. There are ample opportunities, for instance, to cross merchandise items in the produce department such as oils and vinegars and in meat department such as bouillons, stocks and sauces. Shipper displays in aisles near complementary products maximize sales and makes finding key products easy for your customers.